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**Flagship Store "@cosme TOKYO" to open this year in front of JR Harajuku Station
offering brand new shopping experience
- The largest-ever sales floor area and number of brands carried -**

Istyle Inc. (Head office: Minato Ward, Tokyo. President and CEO: Tetsuro Yoshimatsu. TSE Securities Code: 3660) is opening a new flagship store "@cosme TOKYO" by 2019 through its consolidated subsidiary cosme next Inc. (Head office: Minato Ward, Tokyo. President: Hajime Endo), which operates the selected cosmetics retailer chain "@cosme store". The new flagship store located in front of the JR Harajuku station, a world-famous center of Japan's beauty and fashion styles, aims to offer brand new shopping experience to both local and overseas customers.

@cosme TOKYO will be @cosme store's first large-scale, street-level store and will have both the largest sales area and number of brands of any of the company's shops.



@cosme store opened its first store in 2007, working with the concept of "cosmetics that you can try out, that you can encounter, and that are your destiny."

Since that time, @cosme store has used its various contents and databases for merchandising, store planning, and store management in the pursuit of "what customers are looking for." Thanks to the support of its many customers, @cosme store currently has 34 stores throughout Japan and overseas.

Based on the style that @cosme store has built up so far, the new @cosme TOKYO is being planned to offer a new shopping experience appropriate for the new age.

Details about the store will be announced as they are decided. Please look out for new information.

■ Store outline

Store name: @cosme TOKYO
 Opening date: Targeted for 2019
 Location: 1-14-27 Jingumae, Shibuya Ward, Tokyo
 Sales floor area: about 1,300 m²
 Brands on sale: TBA once decided
 Brands on display: To be confirmed

【Corporate Overview: istyle Inc.】 <http://www.istyle.co.jp/en> First Section, Tokyo Stock Exchange; Ticker Symbol: 3660

- Location: Ark Mori Building 34th FL, 1-12-32 Akasaka, Minato City, Tokyo
- Foundation: July 27, 1999
- Capital: 3.556 billion yen
- Representative Officer: Tetsuro Yoshimatsu, President and CEO
- Business Scope: Plan and operation of the comprehensive beauty care portal, @cosme, and related ad services

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【Corporate Overview: cosme next Co. Ltd.】 <https://cosmenext.istyle.co.jp/>

- Location: Ark Mori Building 34th FL, 1-12-32 Akasaka, Minato City, Tokyo
- Foundation: January 4, 2007
- Capital: 95 million yen
- Representative Officer: Hajime Endo, President
- Business Scope: Shop planning, development, and operation; promotional support for the retail and logistics sectors

cosme/next