

For Press

istyle

Announcing outline of "@cosme TOKYO" JR Harajuku station flagship shop

~Gateway to the world of @cosme: "Let's enjoy beauty with @cosme"~

@cosme store, a cosmetics store chain produced and managed by cosme next Inc. (Location: Minato Ward, Tokyo; Representative director and president: Hajime Endo; hereinafter: cosme next), an affiliated subsidiary of istyle, Inc. (Head office: Minato Ward, Tokyo; Representative Director and CEO: Tetsuro Yoshimatsu; Securities code: 3660; hereinafter: istyle), is aiming to open a flagship store that offers a brand new experience to customers in front of JR Harajuku Station within the year. The store will be called "@cosme TOKYO" and the details are as follows.



1. @cosme TOKYO basic concept

■Gateway to the world of @cosme: bringing together all things to enjoy beauty!

In 2007, with the aim to expand connections between users and brands beyond the Internet, @cosme declared it would "fuse the online and offline worlds," leveraging a variety of contents and database information to open a brick and mortar store, "@cosme store." After the first location opened at Lumine EST Shinjuku, the concept was able to expand to a total of 33 locations in Japan and beyond thanks to the support of our customers.

In recent years, major Internet companies around the world have expanded into brick and mortar retail, and as more and more of them create new retail formats, the istyle Group felt the need to go one step further in "combining the online and offline worlds" using its unique strengths. The Group achieved this not by creating a store that puts the online and offline worlds together in a box but instead by creating an offline gateway into the world of @cosme under the tagline "Let's enjoy beauty with @cosme" allowing users and brands to interact seamlessly between the offline and online worlds.

@cosme TOKYO is a gateway to a new world where offline experiences can be experienced online and online experiences be experienced offline.

Rather than using the standard "@cosme store" name, the decision to include "TOKYO" in the name conveys the role of the store as Tokyo's entrance to the @cosme world and also suggests the intention to expand to major cities outside of Japan.



2. Overview of @cosme TOKYO

@cosme TOKYO is our first street-level store, and is also our largest store yet in terms of both sales floor area and brand selection.

■ Includes a pop-up space and live streaming studio, plus a permanent event space on the 3rd floor

Out of the total store area of close to 2,000m², over 1,300m² are devoted to sales space. The "POP UP SPACE" is located on one side of the 1st-floor main entrance, and there is a studio space, provisionally named "TOKYO STUDIO," on the other side of the entrance aimed to be used by influencers for live streaming. The 1st floor façade is made entirely of glass, drawing the eye not just of customers visiting the shop but also other people passing by. The 3rd-floor permanent event space, provisionally named "TOKYO BEAUTY SPACE," can be used for a variety of purposes such as fan meetings and brand PR events. This space aims to allow users and brands to connect with each other daily.



▲3rd floor event space image

■ Featuring the most extensive brand lineup yet

In addition to an extensive selection of brands sold at other locations, this store will offer a large number of brands not available at our other store locations including "ORVIS," "CLARINS," "SABON," "Givenchy," "Jo MALONE LONDON," "dyson," "TOM FORD Beauty," "to/one," "NYX PROFESSIONAL MAKEUP," and "POLA". As such, the store will provide a selection of products unprecedented in its width cutting across different channels including department stores, cosmetics specialty stores, variety stores and mail-order / e-commerce.

Brands sold: @cosme nippon、 ADDICTION、 ANNA SUI、 DAZZSHOP、 DEAR DAHLIA、 d プログラム、 dyson、 est、 HACCI、 Jo MALONE LONDON、 KANEBO、 Koh Gen Do 、 M-A-C、 MiMC、 NAILS INC、 NOV、 NYX PROFESSIONAL MAKEUP、 rms beauty、 SABON、 shu uemura、 Sinn Purete、 TAKAMI、 Too Faced、 to/one、 TUNEMAKERS、 WHOMEE、 ACSEINE、 Attenir、 AYURA、 Embryolisse、 Yves Saint-Laurent、 IGNIS、 INTEGRATE、 Visee、 WELEDA、 EXAGE、 excel、 Estee Lauder、 ESPRIQUE、 ettusais、 ETVOS、 ELIXIR、 erbaviva、 Elégance、 Obagi、 ORBIS、 ONLY MINERALS、 COVERMARK、 KIEHL'S、 KISS、 CANMAKE、 Curel、 CLARINS、 CLINIQUE、 KATE、 GUERLAIN、 DECORTÉ、 COFFRET D'OR、 Cher-Couleur、 GIORGIO ARMANI BEAUTY、 GIVENCHY、 CHIPIE、 Jurlique、 john masters organics、 CEZANNE、 SOFINA、 CHIFURE、 Chacott、 DIOR、 dejavu、 DE LA MER、 Doctor K、 TOM FORD BEAUTY、 TWANY、 naturaglacé、 NEAL'S YARD REMEDIES、 NAIL HOLIC、 HABA、 HOUSE OF ROSE、 HOLLYWOOD、 heroine make、 FANCL、 AUBE、 FREEPLUS、 prédia、 FLOWFUSHI、 bareMinerals、 VECUA Honey、 BENEFIQUE、 POLA、 PAUL & JOE BEAUTE、 BOBBI BROWN、 COSMÉTICS MAKANAI、 MAQuillage、 MAJOLICA MAJORCA、 MINON、 MAKE UP FOR EVER、 MAYBELLINE NEW YORK、 media、 Melvita、 YAMAN、 Les Merveilleuses LADURÉE、 LA ROCHE-POSAY、 LANCÔME、 LISSAGE、 RIMMEL、 LUNASOL、 Revlon、 L'OCCITANE、 ROGER&GALLET、 LOREAL PARIS、 SEKKISEI etc

■ Creating a sales floor like a pedestrian market where shoppers can encounter a diverse range of products

Special features include a best cosmetic tower for easy identification of the products which have received the Best Cosmetic Awards, a corner featuring the @cosme online weekly ranking, and a tester bar for trying a variety of brands all at once.

While following the @cosme store approach to store design popular among customers, the store will deliver its "unique @cosme TOKYO value" by providing an environment where people can freely try products while allowing each brand to maintain its uniqueness by putting forward their brand concept.

■ Promoting the introduction of retail tech such as a standardized customer information system to be used across brands for the first time

Introducing a standardized customer information system which allows data to be collected on individual customers across brands promotes a better understanding of customers, enabling staff to help them find the best products to suit their preferences.

Integration with the @cosme app is also planned for the future, and the implementation of this and other kinds of retail technology will make the store even more enjoyable for both customers and brands.

With the opening of @cosme TOKYO, the istyle Group will enter a new stage combining the online and offline worlds, progressing toward the goal of achieving the world of “Let’s enjoy beauty with @cosme” where users and brands can interact back and forth between the offline and online worlds.

[istyle Inc. - Company profile] <http://www.istyle.co.jp> TSE First Section, code number 3660

■ Location: 〒107-6034 34F Ark Mori Building, Akasaka 1-12-32 Minato, Tokyo

■ Established: July 27th, 1999

■ Capital: ¥3,647 million

■ Representative: Representative Director, President and CEO Tetsuro Yoshimatsu

■ Business description: Planning and management of the general beauty portal site @cosme, offering related advertisement services