

Saks Fifth Avenue debut for DECORTÉ,
a new prestige cosmetics brand from KOSÉ designed for global markets

KOSÉ Corporation (Head Office: Chuo-ku, Tokyo, President & CEO: Kazutoshi Kobayashi) has launched the newly developed DECORTÉ cosmetics range in North America, as part of KOSÉ Corporation's global business development strategy. DECORTÉ cosmetics have been available since 18 February 2016 at an outlet of the prestige department store Saks Fifth Avenue*¹.

*1 The products will be sold via KOSE America, Inc. (Head Office: New York, US, President: Kiyoto Nagahama), a cosmetics sales subsidiary of KOSÉ Corporation.



The DECORTÉ range was launched on 18 February at the Saks Fifth Avenue, Eaton Centre store in Toronto, Canada and will now be rolled out across North America. In the US, the range will debut in March at the Beverley Hills store and a seasonal product selection will become available in April at a pop-up shop in the flagship Saks Fifth Avenue store in New York. A DECORTÉ corner is planned for a new Saks Fifth Avenue store scheduled to open at the Brookfield Place complex in New York. The company expects to open DECORTÉ corners at eight outlets in North America within the first half of 2016.*²

*2 By June 2016



Saks Fifth Avenue,
Eaton Centre store



DECORTÉ corner
of the Eaton Centre store

The DECORTÉ launch in North America is part of KOSÉ Corporation's global business development strategy to evolve into a company with global presence in line with the long-term VISION 2020 plan. Previously, KOSÉ Corporation's overseas business was mainly in Asia, but the company is now developing global brands in North America, India, Europe, and other overseas markets.

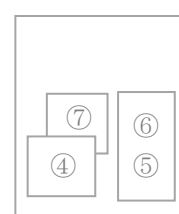
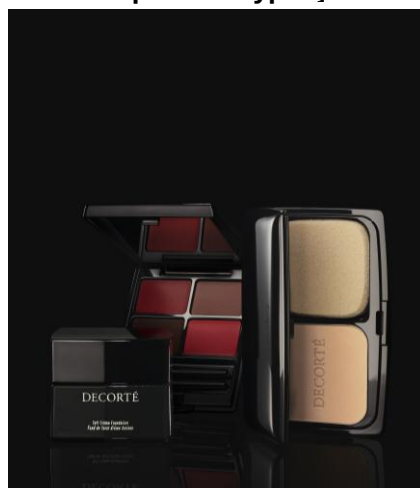
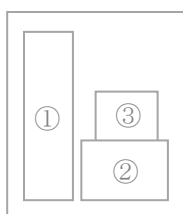
New DECORTÉ line-up launched in February 2016 includes 14 products and 39 product types

Price range: US\$55–250

* Products are not currently available
in Japan

**[Skincare: 8 products,
8 product types]**

**[Cosmetics: 6 products,
31 product types]**



Skincare

No.	Name	Contents
-	DECORTÉ Clean & Pure Hydrating Rich Milk Cleanser	200mL
-	DECORTÉ Clean & Pure Refreshing Foam-Cream Wash	125mL
①	DECORTÉ Vi-Fusion Essence	75mL
-	DECORTÉ Overnight Performance Cream	150mL
②	DECORTÉ Environmental Day Cream	50mL
③	DECORTÉ 24/7 Eye Cream	15mL
-	DECORTÉ Total Relief Eye Mask	3.3mL×6
-	DECORTÉ Vi-Fusion Essentials	Essence 30mL Night Cream 15mL Day Cream 15mL

Cosmetics

No.	Name	Color	Contents
④	DECORTÉ Soft Crème Foundation	12colors	25ml
⑤	DECORTÉ Soft Powder Foundation	12colors	11g
⑥	DECORTÉ Compact Foundation Case	-	-
-	DECORTÉ Priming Essence	-	30ml
-	DECORTÉ Crème Concealer	3colors	6g
⑦	DECORTÉ Lip Palette	4colors×2set	7.6g

About DECORTÉ

This new range was developed to suit the cosmetic routines and purchasing behavior of consumers in North America. The value-added DECORTÉ brand brings together all of KOSÉ Corporation's cutting-edge technologies. The range includes 14 mostly skincare products as well as lipsticks and foundations (39 product types, priced between US\$55 and US\$250^{*3}). The range is targeted at working women in their thirties and forties who live in urban areas.

^{*3} Products priced at ¥6,600–30,000 assuming US\$1 = ¥120 (as of end-January 2016)

About Saks Fifth Avenue

Saks Fifth Avenue, one of the world's pre-eminent specialty retailers of prestige products, is renowned for its superlative American and international designer collections, first-rate fashion expertise, and exemplary client service. As part of the Hudson's Bay Company brand portfolio, Saks mainly operates stores in North America.

Recent developments overseas

April 2014	Acquisition of US cosmetics company Tarte, Inc. to open up the North American market
April 2015	Launch of cosmetics in India tailored to the local market for premium mass products
October 2015	Establishment of sales subsidiary KOSE America, Inc.
March 2016	Plans to establish a Brazilian sales subsidiary, KOSE do Brasil Ltda., ahead of KOSÉ's entry into the Brazilian cosmetics market

The KOSÉ Group operates in 25 countries and regions^{*4} and will continue working to expand its global presence.

^{*4} China, Taiwan, South Korea, Hong Kong, Macau, Thailand, Singapore, Malaysia, Indonesia, Myanmar, Vietnam, Cambodia, Laos, US, Canada, Australia, Italy, UK, Germany, France, Spain, Belgium, Norway, Denmark, and India
(as of 29 February 2016)