

—A new space of beauty is born in Ginza—
**Enjoy an unparalleled experience at *Maison Decorté*,
the flagship store of *Decorté* that creates
the ultimate in beauty**

Kosé Corporation (Head office: Chuo-ku, Tokyo; President & CEO: Kazutoshi Kobayashi) will open Maison Decorté, the first flagship store of its prestige brand Decorté, on April 20, 2017 inside Ginza Six (Chuo-ku, Tokyo), a large-scale commercial facility scheduled to open on the same day. The role of Maison Decorté will be to deliver unique high added value for the first time with Decorté as a key global brand, by creating total beauty for customers through cosmetic counseling sales and treatments.



Maison DECORTÉ



◆ **Maison Decorté exclusive website**

<http://www.cosmedecorte.com/maison/>

*Treatment reservations can be made on this website.

The treatments uniquely developed by Maison Decorté open up your potential for beauty through the experience of ultimate “beauty with the five senses” arranged to suit your own personal skin concerns, and the experience of “beauty with a sixth sense” in which you encounter an “absolute space” produced by art director Marcel Wanders and inspired by nature’s blessings.

Maison Decorté uses newly developed original methods and beauty equipment to provide treatments customized for your unique skin problems, skin condition, and purpose. Beauty equipment to smoothen the surface of the skin is also used to provide you with a suppleness and clarity in your skin that only a treatment can achieve.

As well as selling the full Decorté lineup, the store will introduce, for the first time in Japan, skincare products under the new Decorté^{*1} concept, initially unveiled in North America in February 2016.

*1 News release dated February 29, 2016: <http://www.kose.co.jp/company/ja/content/uploads/2016/03/20160229.pdf>

Maison Decorté is one of the initiatives for reinforcing our global business operations toward “becoming a company with a global presence,” a theme set out in our long-term vision, Vision 2020.

Maison DECORTÉ

Treatment courses and treatment rooms

Treatment *Shown below are typical treatment courses. The treatments covered vary depending on the course.

◆ Facial

Our facial treatment features a massage designed to bring out the inherent beauty of your skin from your face to your back, and a facial mask suited to your purpose and the condition of your skin. They help create soft, smooth skin that has suppleness and a sense of lift.

[80-minute Facial] 80 minutes: ¥30,000 First treatment only: ¥22,500 (excluding tax)
A treatment of the face, neck, décolleté, hand to upper arm, and scalp
*Other courses also available, such as 60-minute Facial (60 min., ¥20,000)
and 100-minute Facial (100 min., ¥38,000)

◆ Body

This treatment concentrates on either the upper or lower part of the body. Areas you are concerned about are carefully and thoroughly treated to bring out the inherently beautiful form of not only your skin but also your body.

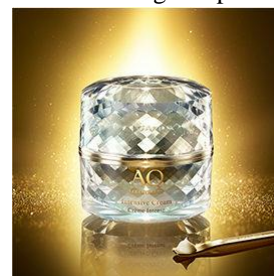
[100-minute Body] 100 minutes: ¥38,000 First treatment only: ¥30,400 (excluding tax)
Footbath, whole-body massage, upper or lower body treatment
*70-minute Body (70 min., ¥28,000) also available

Other courses are also available, such as Facial & Body which lets you enjoy a combination of facial and body treatments to suit your concerns and condition that particular day, and treatment courses concentrating on specific parts of your body.

◆ Premium

Personal Order of RHT: 180 minutes, ¥100,000 (excluding tax)

A complete custom-made treatment course using a whole jar of Decorté's top-of-the-line cream "AQ Meliority Intensive Cream" (45g, ¥120,000, excluding tax), not only on your face but over your whole body.



◆ **Maison Decorté treatment courses** * See here for other treatment courses.

<http://www.cosmedecorte.com/maison/treatment/>

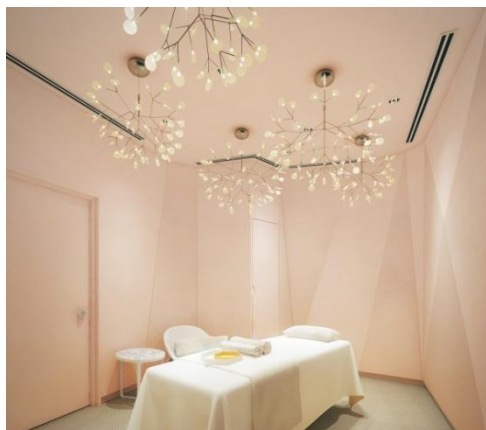
Treatment rooms

The concept of these spaces is "The Force of Nature." The treatment rooms allow customers to experience "beauty with a sixth sense" inspired by the blessings of nature.

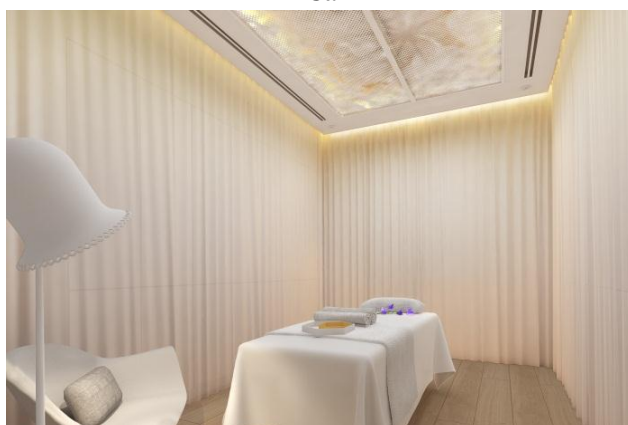
Three treatment rooms are available to match various concepts. Feel a heightened sense of beauty all around you with aromas and healing music suited to the room's concept, and savor an unparalleled experience of "beauty with a sixth sense."



Calm



Frozen



Shield

Overview of Maison Decorté store

Name: Maison Decorté
Location: Basement 1F, Ginza Six, 6-10-1 Ginza, Chuo-ku, Tokyo 104-0061, Japan
Business hours: 10:30 – 20:30 *Last admission time varies depending on course.
Phone: 03-6264-6706 *Reservations accepted by phone from April 20.
URL: <http://www.cosmedecorte.com/maison/>
* Online reservations accepted for spa treatments from March 31.
Store holidays: Same as those of Ginza Six.

Profile of Marcel Wanders

Born in 1963 in the Netherlands, he is a product and interior designer who is based in Amsterdam and active worldwide. He makes designs for individual clients as well as for some of the world's leading brands including Alessi, Bisazza, KLM Royal Dutch Airlines, Flos, Swarovski, and Puma, and others.

He has served as art director for “Decorté AQ MW”^{*2} since 2010. In 2016, the brand's skincare product won the Gold Award at the Pentawards 2016's 10th Anniversary Special Competition, which is an international competition of package designs.

He designed Maison Decorté which opens in 2017.

^{*2} Decorté AQ MW: http://www.cosmedecorte.com/aq_mw/

^{*3} News release dated September 26, 2016: <http://www.kose.co.jp/company/ja/content/uploads/2016/09/20160906.pdf>



Marcel Wanders

What is Decorté?

Created in 1970, it is a high value-added brand that brings together the best of Kose's cutting-edge technologies. It is being unveiled in limited stores inside and outside Japan^{*4}, with a focus on department stores and cosmetics specialty stores that offer counseling sales. The brand features skin diagnoses performed by exclusive advisors and personalized advice on skincare.

From this line, we gathered the very best of our company's cutting-edge technologies and developed Decorté, a new, high value-added brand, to suit the makeup habits and behavior of consumers in the North American market. The brand is made up of 14 items (39 sku, price range: US\$55-250)^{*5}, focusing on skincare products, plus foundations and lipsticks. The key targets are working women in their 30s and 40s living in urban areas.

^{*4} Countries and regions where Decorté is sold: China, Hong Kong, Taiwan,

South Korea, Singapore, Thailand, Malaysia, Italy, US, Canada (as of March 31, 2017)

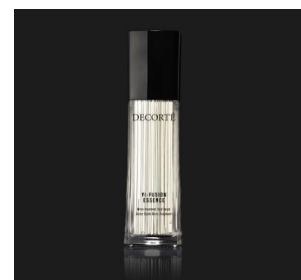
^{*5} Priced at ¥6,201 - ¥28,188, using the conversion rate of US\$1 = ¥112.75
(as of February 28, 2017)

◇ Decorté brand website: <http://www.cosmedecorte.com/>

◇ Beauty Trivia: <http://cosmedecorte.brandtalk.jp/>

About Ginza Six

The concept of this attractive commercial facility, one of the largest in the area, is “Life At Its Best.” On the 1st basement floor is a comprehensive beauty zone featuring the world's leading cosmetic brands, beauty salons such as treatments and nail shops, and stores selling miscellaneous items and foods related to “beauty.” Instead of an open space like a department store's cosmetics floor, the area creates “a high-quality world of beauty” offering unusual and unparalleled products and services within a store environment that expresses the world view of each brand.



Product name: Decorté Vi-Fusion
Essence (Serum)
Contents: 75mL
Price: ¥18,000 (exc. tax)