

## Japan-listed cosmetics review media and retail company opens first store in Hong Kong (with photo)

Japan-listed cosmetics review media and retail company, istyle Inc., announced today (June 7) that it will open its first cosmetics store "@cosme store" in Hong Kong tomorrow (June 8), as part of its global expansion plan to promote its brand via the city.

The new store is located at a tourist hotspot in Tsim Sha Tsui, offering a wide range of popular Japanese cosmetic brands. In what redefines cosmetics shopping experience with cosmetic rankings and testers for almost all products, customers can try products they like and seek advice from professional beauty consultants to find the ideal cosmetics for individuals that the brand calls "Try, Meet, Destiny cosmetics".

The Executive officer of istyle Inc. and the president of istyle Retail (Hong Kong) Co, Limited, Mr Hajime Endo, said that the Hong Kong store follows the model of Japanese stores with event and salon space allowing makeup demonstration and the opportunity for customers to meet with the brand owners.

"Hong Kong is a large market for Japanese cosmetics given the high popularity of Japanese cosmetics among Hong Kong shoppers. With a shop in Hong Kong, we can also reach out huge number of international and Mainland Chinese visitors to promote our brand globally," he said.

He added, "Our '@cosme' brand is well known in East Asia for its information on the ranking of Japanese popular cosmetics and unique cosmetics shopping experience. As Hong Kong is situated in the heart of Asia, we are positioning here as an important region at istyle's global strategy."

The Associate Director-General of Investment Promotion, Mr Vincent Tang, said, "Japanese cosmetics and lifestyle products have enjoyed immense popularity and following in Hong Kong. The opening of istyle's first store in Hong Kong would further add to the range and diversity of the retail experience available in the city, and strengthen Hong Kong's reputation as a premier shopping destination."

About istyle Inc.

Founded in 1999, istyle Inc. is a listed Japanese company which owns the "@cosme" beauty portal sites and cosmetic stores. By analysing both online and offline data about customers' behaviour, the brand sets out specific strategy in different outlets to fit customers' needs. Its first "@cosme store" was opened in Shinjuku, Tokyo in 2007 and istyle Inc. currently operates 25 outlets in Japan and four outlets outside of Japan. For more information, please visit [www.istyle.co.jp](http://www.istyle.co.jp).

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