

Tie-up with “Jill Stuart” – Famed American Designer Brand

Launch of newly licensed cosmetics business

KOSÉ Corporation announces the launch of its newly licensed “Jill Stuart” cosmetics business, in association with Jill Stuart Cosmetics, LLC (New York, United States). The “Jill Stuart” brand is the creation of its famous American namesake – the designer “Ms. Jill Stuart” - and is continually spreading its influence across the fashion industry, primarily focused on clothing, shoes and suchlike. Her designer cosmetics – comprising 121 items across 27 lines (¥500 ~ ¥4,500 / ¥525 ~ ¥4,725 (including tax)) – including make-up products, will be released for the first time this autumn, having been developed and manufactured by KOSÉ. The “Jill Stuart” cosmetics brand, long identified with high value-added prestige, will have a rolling introduction focused on department stores in large metropolitan areas.

About the “Jill Stuart” cosmetics brand

“Jill Stuart” cosmetics will be developed without featuring the KOSÉ name on any products or promotions, and targets fashion-conscious women in their 20s, who choose cosmetics for their underlying values, such as designers or artists. The brand concept is “Innocent Sexy”. Products conveying designer brand superiority with girlish cuteness are developed with the image of girls on the cusp of adulthood. Special attention has been paid to the details in the packaging design, colors and fragrances for these make-up products, etc, closely reflecting Ms. Stuart’s own sensitivities and ideas. By category, the planned make-up products are mostly make-up products, such as lipsticks (97 items in 11 lines; ¥1,500 ~ ¥4,200 / ¥1,575 ~ ¥4,410 (including tax)), such as foundation (11 items in 3 lines; ¥3,000 ~ ¥4,500 / ¥3,150 ~ ¥4,725 (including tax)), and others including make-up brushes (13 items; ¥500 ~ ¥2,500 / ¥525 ~ ¥2,625 (including tax)).



Cosmetics brand “Jill Stuart”

About the fashion brand “Jill Stuart”

The women’s wear brand “Jill Stuart” was established in 1994, and debuted in New York Collections the same year. Starting with the flagship shop in the United States, there are now approximately 200 shops in 12 countries/regions around the world, including Japan, France,



Shot at the New York Collection

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U.K., and Italy. In 2004, annual fashion turnover was approx. 150 million dollars (US\$ storefront basis), of which the Japanese sales share was top. As an extension to clothing, goods like shoes and bags are also developed in line with the brand's "Cute, Pretty, Sexy" concept. Now internationally popular amongst young ladies, its fashion sense has enjoyed tremendous acclaim, especially from Japanese women.

About Ms. Jill Stuart

Jill Stuart, designer for her namesake brand, was brought up in New York, USA, by her parents, who owned "Mister Pants" – a ladies apparel line. Her first collection of jewelry and bags attracted the attention of a buyer at Bloomingdale's, America's luxury department store, when she was just 15. Taking her cue from that coup, she embarked upon serious study of fashion design at the "Rhode Island School of Design" and launched her "Jill Stuart" ladies wear brand in 1994.



Ms. Jill Stuart

About the establishment of our women's project

Faced with the launch of a new brand, "JSP"* - a project team consisting of 16 women in their 20s to 30s – was established to maximize the advantage of their similar viewpoint to the target market. We strive to create a cosmetics brand reflecting Jill Stuart's unique worldview, directly reflecting the team's opinions through research, product planning and development, package design, PR, store image, promotions, and training.

* JSP: Jill Stuart Project.