

# COSME DECORTE

August 30, 2011

## **KOSÉ to launch from its high value-added brand COSME DECORTE a "limited collection" item designed by Marcel Wanders**

KOSÉ Corporation (Headquarters: Chuo Ward, Tokyo, President: Kazutoshi Kobayashi) will launch the limited collection item "COSME DECORTE Face Powder" (case + refill 21g x 2 for 25,000 yen/26,250 yen with tax) designed by Marcel Wanders, a world-famous designer, from its high value-added brand COSME DECORTE on December 1st. It will begin accepting orders in advance from September 16th.

This COSME DECORTE Face Powder, to be launched in December, fuses cosmetics with art and was planned as a rare article to be looked at and touched by women who view cosmetics as an elegant pleasure and are looking for richness in feeling.

Face powder provides detailed texture to the entire face as a "make-up finish," and helps cosmetics hold longer. Marcel Wanders discovered a certain "magic" in the act of a woman's putting on face powder as a make-up finish and allowed his imagination to leap toward a "magical lamp" which he then used as the basis for the design of this product.



Each crystal glass is composed of beautiful and clear materials hand-crafted using the blow-glass technique. The knob of the lid visualizes the "escape of a beautiful nymph" or "the dance of a wisp of powder." Powder pressed with the brand icon of Marcel Wanders is seen immediately upon opening the lid. The puff is to be dipped into the light pink-beige face powder containing gold colloid powder and pearl powder, and when applied to the skin, the fine particles of the powder gently envelope the skin to provide it with a clear and fine finish.

The crystal glass is designed for long-term use. It can be refilled with powder when the powder runs out or used to store jewelry and other small items.

\*This product will be launched at the same time in Hong Kong, South Korea, Taiwan, Thailand, Singapore, and Malaysia.

### About the product

- Marcel Wanders Collection “COSME DECORTE Face Powder”
- Case + puff + refill 21g x 2      25,000 yen/26,250 yen with tax
- To be launched on December 1 (limited order sales 12,000 units)



### About the designer

Marcel Wanders

Marcel Wanders grew up in Boxtel, the Netherlands, and graduated cum laude from the School of the Arts Arnhem in 1988. In 1995 he opened his own studio Wanders Wonders, and in 2001 Marcel Wanders studio based in Amsterdam. Marcel gained international recognition with his iconic Knotted Chair, which he produced for Droog Design in 1996. Five years later, in 2001 he co-founded the successful design label Moooi, of which he is the art director. Marcel Wanders is now ubiquitous, designing for global brands and high end furniture companies such. Additionally, Marcel works on architectural and interior design projects, such as the new Kameha Grand hotel in Bonn, the Mondrian South Beach hotel in Miami, the Villa Moda Flagship store in Bahrain, as well as private residences in Amsterdam, Mallorca and Jakarta. Many of Marcel Wanders' designs have been selected for the most important design collections and exhibitions in the world and feature in all leading magazines. In 2006 he was chosen to be Elle Decorations International Designer of the Year. In 2007 Marcel presented a collection of unique creations at the Salone Del Mobile in Milan, the Personal Editions, pieces that he had long imagined and held a very special position in his heart. In late 2009 and early 2010, Marcel Wanders' first solo-exhibition titled “Daydreams” was featured in the Philadelphia Museum of Art. In April 2003, the Washington Post proclaimed: “Marcel Wanders, the design world's favorite star”. The 18th of September 2005, The Observer's issue mentioned the following: “Marcel Wanders' studio is one of the most inspiring powerhouses of multi disciplinary design active today”. Financial Times has declared in October 2007 that “Marcel Wanders and the Moooi company he co-owns have made contemporary Dutch design synonymous with exuberant creativity”.



In 2010, KOSÉ invited Marcel Wanders, to act as the art director for “COSME DECORTE AQ MW.”