

DECORTÉ

DECORTÉ Announces First Ever Pop-Up at Bloomingdale's 59th Street Flagship Store in New York City

Kicks Off August 11, 2023



August 11, 2023 – DECORTÉ, Japan's most beloved prestige beauty brand, opens a pop-up today for the first time with Bloomingdale's at the 59th Street Flagship Store. This exciting new retail activation will offer customers an experiential journey into the world of Japanese beauty and the unique sensorial nature of DECORTÉ products. The pop-up will showcase the Japanese approach to skincare and the beauty rituals that are the secret to promoting beautiful, hydrated, and radiant skin.

The curated assortment of products will focus on the brand's award-winning skincare that embodies the best of Japanese beauty including the bestselling Liposome Advanced Repair Serum which is the No. 1 Selling Serum in Japan*. Formulated for all generations as well as all skin types, the serum has won top awards from editors around the world including those from ELLE and Harper's Bazaar. It delivers 24-hour time-released hydration with Hyaluronic Acid, Ceramides and Vitamin E as well as the brand's proprietary multi-layered Liposome Technology™.

Customers that visit the pop-up will receive a personalized mini-facial for a hydrating refresh. Guests can learn unique techniques with the Guasha plate that will help revitalize and reinvigorate the skin. They will also be gifted personalized samples from the DECORTÉ Beauty Advisors. The pop-up runs through September 7, 2023.

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Pop-up hours:

Friday 10am – 8pm
Saturday 10am – 8pm
Sunday 11am – 7pm
Monday 10am – 8pm
Tuesday 10am – 8pm
Wednesday 10am – 8pm
Thursday 10am – 8pm

ABOUT DECORTÉ:

DECORTÉ, the global prestige cosmetics brand from KOSÉ Corporation, is Japan's best-kept beauty secret. Beloved by millions, the brand embodies the best of Japanese beauty, emphasizing superior technology, sensorial textures, and radiant beauty. In 1970, Kozaburo Kobayashi founded DECORTÉ with a vision to create extraordinary products achieved by balancing art and science with tradition and innovation. DECORTÉ Laboratories is a pioneer in cutting-edge dermatological research and skincare technologies incorporating regenerative medicine to achieve remarkable results.

ABOUT BLOOMINGDALE'S:

Bloomingdale's is America's only nationwide, full-line, upscale department store. A division of Macy's, Inc. (NYSE: M), it currently operates 34 Bloomingdale's stores, 20 Bloomingdale's The Outlet stores, and two Bloominie's stores in California, Connecticut, Florida, Georgia, Hawaii, Illinois, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Texas and Virginia. In addition, Bloomingdale's has an international presence with a location in Dubai and Kuwait. Founded in 1872, the iconic retailer celebrated its 150th anniversary in 2022. Be sure to follow @bloomingdales on social media, become a Loyallist, and for more information, or to shop any time, visit www.bloomingdales.com

*COSME DECORTE calculation is based in part on data reported by Beauté Research SAS in April 2022 through its "Japan – Quarterly Retail Sales Report – Q1 2022" in the Department Stores and Boutiques Prestige market. (Copyright ©2022 Beauté Research SAS)