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## Addiction Tokyo to Unveil New Fall Collection at Bloomingdale's Pop-up

To celebrate the one-year anniversary of its Stateside debut, the Japanese makeup brand will host a two-week-long pop-up at the Bloomingdale's flagship.

By **Noor Lobad**  August 13, 2024, 12:00am

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Addiction Tokyo's Fall 2024 campaign. OLIVER HADLEE PEARCH

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Commemorating one year since its U.S. debut with Bloomingdale's, Kosé-owned **Addiction Tokyo** will host a two-week-long pop-up at the retailer's New York flagship, open Friday through Sept. 5.

Aiming to help lead the growth of Japanese **beauty** in the U.S., the brand will showcase its bestsellers at the pop-up and unveil its new fall 2024 collection, ranging in price from \$24 for gel and liquid eyeliners to \$52 for the hero eyeshadow quads which come in 12 color variations.

"Guided by our **makeup** artists, consumers can immerse themselves and discover our one-of-a-kind textures and wide range of colors and finishes," said Sharon del Valle, general manager at Kosé America Inc. "There is a strong appetite for Japanese **beauty** from the U.S. consumer...since launch, we have been overwhelmed by the growing community of **makeup** artists, influencers and consumers embracing the brand."



Addiction Tokyo's upcoming Bloomingdale's pop-up. COURTESY

Indeed, data from Congruence Market Insights valued the global J-beauty market at \$32.8 billion in 2022, expected to reach \$42.9 billion by 2030.

Led by global creative director Kanako Takase, Addiction Tokyo is looking to capitalize on the boom by creating makeup products that “embody the essence of Tokyo, where beauty knows no bounds.”

As part of Kosé’s aim reported last year to quadruple its U.S. business by 2026, Addiction Tokyo has been increasing its investment in events like New York Fashion Week — for which it recently partnered with Area and Retrofête — and the Met Gala, as well as growing its network of local makeup artists and influencers.



Addiction Tokyo Fall 2024 collection OLIVER HADLEE PEARCH

The brand also launched a **TikTok** page in April, which has since amassed 44,000 followers and employs a UGC-heavy strategy, for which it has recruited darlings of the platform such as **Angela Park** and **Rachel Wiseman**.

“We will continue to be part of New York Fashion Week and offer our customer access to those trending looks from the runways,” said del Valle, adding that guests of the pop-up can receive makeovers and personalized recommendations from the brand’s makeup artists. “The most important learning from [our first year Stateside] is the need to create opportunities for professionals and consumers alike to experience the brand in real life.”

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