

# DECORTÉ

## MEDIA ALERT

**DECORTÉ, Japan's Leading Luxury Beauty Brand, Invites You to First-Ever Pop-Up Shop in the US  
Inspired by Shohei Ohtani from the Los Angeles Dodgers and Baseball's Shining Star**

**Opening May 2, 2024, at The Shops at Santa Anita**



**What:** Join DECORTÉ, Japan's leading luxury beauty brand, at its first-ever pop-up shop in Los Angeles at The Shops at Santa Anita Mall. This exciting new retail activation will offer customers an experiential journey into the world of Japanese beauty and an introduction to the No. 1 selling serum in Japan\*, Liposome Advanced Repair Serum. The serum which has won 117 beauty awards is inspired by forty years of advanced liposome research. It embodies the best of J-beauty through its innovative formula, proprietary technology, high-quality ingredients, and unique sensorial texture.

The inspiration behind the pop-up design is baseball and Shohei Ohtani, global ambassador and one of the world's greatest athletes. His values reflect the values of the brand which celebrate beauty encompassing all ages and all genders. Not only will the pop-up attract beauty and grooming aficionados but also the passionate community of baseball fans in the LA area.

Customers that visit the pop-up will receive samples of the serum. With a purchase of Liposome Advanced Repair Serum, they will be gifted a coveted sports towel signed by Shohei Ohtani while supplies last. Interactive elements from Japan include a Gacha, a vending machine filled with small gifts that visitors can win. Prizes can also be won with Plinko, a popular board game. Customers will be encouraged to have fun and post photos of the experience to their Instagram accounts.

**When:** Opens Thursday, May 2, 2024 through June 2, 2024. Hours of operation:

- Thursday 10am – 9pm
- Friday 10am – 9pm
- Saturday 10am – 9pm
- Sunday 11am – 8pm
- Monday 10am – 9pm
- Tuesday 10am – 9pm
- Wednesday 10am – 9pm

**Where:** The Shops at Santa Anita  
400 S Baldwin Avenue (Central court on the 1<sup>st</sup> floor)  
Arcadia, CA 91007

**Contact:** For press inquiries please contact CeCe Coffin [cece@koseamerica.com](mailto:cece@koseamerica.com)

\*DECORTÉ calculation is based in part on data reported by Beauté Research SAS in July 2023 through its "Japan Quarterly Retail Sales Report Q2 2023" in the Department Stores and Boutiques Prestige market. (Copyright ©2023 Beauté Research SAS).

### 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.