DECORTÉ

DECORTÉ Honors Its Purple Ribbon Project With Donation To Win (Women In Need) For Domestic Violence Awareness Month



New York, NY – October 1, 2026 – DECORTÉ, Japan's leading prestige cosmetics brand, is thrilled to announce its fourth annual charitable donation to provide resources and support to Win. Kicking off Domestic Violence Awareness Month, the $30,000 pledge reaffirms DECORTÉ's dedication to empowering women and giving back to the communities where it operates. The ongoing partnership with Win aligns with the brand's global mission to uplift and support women, not only through beauty and self-care but through meaningful, tangible impact.

"For the fourth consecutive year, DECORTÉ is proud to support Win and its vital work providing safe housing and critical services to women and children experiencing homelessness, including survivors of domestic violence. We believe true beauty extends beyond self-care and can be reflected in how we support the communities around us. The Purple Ribbon Project brings this belief to life, reflecting our commitment to programs that create lasting opportunities for the families Win serves." - Alessia Fraina, Marketing Director, DECORTÉ

Win is New York City's largest provider of shelter and supportive services for homeless women and their children. In the past year, Win has served over 13,500 homeless women and children, offering transitional housing, childcare, job training, and other essential services. DECORTÉ's contributions directly support programs that help these families build safe, independent futures.

To date, DECORTÉ has donated $120,000 to Win to support the Income Building Program (IBP), a critical pillar in each woman's journey to maintaining stable employment. Without a means to learn new skills or improve existing ones, or the resources to address social-emotional challenges, many are overwhelmed by the seemingly insurmountable hurdles they experience when looking for work that pays a living wage. DECORTÉ will continue to raise awareness through its limited-edition Purple Ribbon Gift Sets, alongside its annual $30,000 donation to Win.

"Win is thrilled to partner with DECORTÉ for the fourth year in support of women and families experiencing homelessness. Our Income Building Program continues to pilot new initiatives to respond to the needs of women in shelter, including industry-specific certification programs, workforce training for English for Speakers of Other Languages, and technology skills courses to support our moms on their employment journey. DECORTÉ's long-term partnership helps bring these programs to life and enables us to transition more families into permanent housing each year." - Christopher Valens, SVP of Development, Win

DECORTÉ's support allows Win to provide life-changing services to New York City families who are experiencing homelessness. In the past year Win has moved more than 1,200 families out of shelter and into permanent homes of their own. Nearly 95% of the Win families placed in permanent housing in the last year are still stably housed, and 91% of the families remain stably housed after exiting Win shelter two years ago. The IBP served over 3,900 clients this year, provided nearly 230 workforce readiness workshops, and hosted over 20 job fairs to connect clients with local employers. None of this would be possible without the support of donors like KOSÉ America.

As part of its ongoing commitment to social responsibility, DECORTÉ launched the Purple Ribbon Project in 2022, a special initiative designed to support women and families in need through beauty with purpose. Each year, a portion of proceeds from this limited-edition gift set is donated to organizations aligned with the brand's mission of empowerment and care inspiring hopes and dreams and building a brighter world.

The purple ribbon, symbolizing dignity, courage, and transformation, serves as a powerful emblem of solidarity with women overcoming adversity.

Through this charitable program, DECORTÉ has deepened its partnership with Win for the fourth consecutive year. The Purple Ribbon Gift Set not only offers customers a meaningful way to give back, but also reflects the DECORTÉ belief that beauty is most powerful when it lifts others.

This year's donation continues DECORTÉ's broader commitment to social responsibility and marks a significant milestone in its philanthropic efforts in the U.S.

To learn more about the DECORTÉ Purple Ribbon Project visit:
https://decortecosmetics.com/pages/purple-ribbon-project

Discover DECORTÉ at DecorteCosmetics.com, as well as Nordstrom, Bloomingdales, Saks Fifth Avenue, and Ulta Beauty.

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. The brand is a pioneer in cutting-edge dermatological research and skincare technologies incorporating regenerative medicine to achieve remarkable results.

About Win
Win has been improving the lives of New York City's women and children for more than 30 Years. Funding from this organization goes directly to help women find safe shelter and supportive housing where they can look forward to a brighter future with their children.

- Served approximately 13,500 individuals and nearly 7,000 each night
- 80% of people Win serves are victims of domestic violence
- 91% of Win households are headed by single women, frequently in their 30s with 2 children
- 11 months is the average length of stay for families in a Win shelter, lowered from 13 months in the previous year

- $100 provides appropriate attire for a mom to attend a job interview, a first day of work, or a permanent housing appointment
- $1,500 provides 20 moms and their children with a month of non-perishable food items

For more information on DECORTÉ please contact:
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