

MITSUKOSHI Beauty

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With the concept of "Be Essential, Be You," MITSUKOSHI Beauty aims to offer a wellness lifestyle by focusing on natural and organic cosmetics that bring out the essential beauty of skin and hair. The store will offer a lineup of products "only available at Isetan Mitsukoshi" by utilizing the cosmetic selection and offering capabilities cultivated on the natural and organic cosmetics floor of Isetan Shinjuku Main Store in Japan.

Uniqueness I Large selection of Japanese brands



*Conceptual drawing

MITSUKOSHI Beauty will feature a total of about 10 brands of natural and organic Japanese cosmetics, including "Waphyto," "E STANDARD," and "La CASTA," all of which are making their first appearance in the Philippines. MITSUKOSHI Beauty will offer an extensive lineup of Japanese drugstore cosmetics brands, which are highly popular with Filipino travelers to Japan, and respond to the various beauty-related needs of customers in the BGC area through MITSUKOSHI Beauty's cosmetics capabilities.

Uniqueness II Enhanced trial environment



*Conceptual drawing

MITSUKOSHI Beauty has set up counters in various places so that customers will be able to try on products easily. In addition to courteous customer service by sales staff with specialized knowledge, MITSUKOSHI Beauty aims to create an environment in which customers themselves can easily select and purchase products with satisfaction.

Uniqueness III High-quality Japanese-affiliated salons



*Conceptual drawing

MITSUKOSHI Beauty is collaborating with "KIYOSA Japanese Total Beauty," a Japanese-affiliated salon with an established reputation for service quality, especially among affluent people in the Philippines. The in-store salon will provide nail, eyelash, and hair blow services to meet a wide range of customer needs by offering Japanese-quality treatments in a casual atmosphere.