# Kate Tokyo notes

(WHAT-WHEN-WHERE-WHY)

Description from Kanebo’s website:

“KATE TOKYO is designed for the daring and modern city-dweller. Our makeup products and techniques stimulate experimentation through a brave transcendence of style.

Inspired by the aura of Tokyo — the global fashion and beauty capital of the world where avant-garde styles are created every day — in all its eccentricity and chic brilliance. The KATE brand captures the electricity of Tokyo with the resolute brand motto, No more rules. It’s no wonder that KATE remains Japan’s No. 1\* makeup brand in sales quantity.

2014 saw KATE strengthen its presence on the global stage. Etched with the name of its birthplace Tokyo, KATE continues to launch products that energize young, fashion-forward women.

KATE products hold up a mirror to the cool and calm of a dynamic cityscape. The city lights are awesome — take a look outside.”

Brand story (source: http://www.watsons.com.my/all-brands/b/162018/kate):

“KATE TOKYO, Japan’s No. 1 makeup brand in sales quantity, was born in 1997 as KATE. Ever since its debut it has embodied the cool makeup style of Tokyo, one of the global fashion and beauty capitals, where innovative and glamorous styles are created day by day. KATE provides makeup techniques to create large enticing eyes, ultimate shine, and fine gradations of shades…

KATE has continued to grasp the trends and create unique products with the brand motto,　“No more rules”.”

* http://www.tonguechic.com/beauty/introducing-kate-tokyo-cosmetics/

WHO

Kate Tokyo, cosmetic group that is part of the “Kanebo Cosmetics Inc. group”, which is the leading of high-quality cosmetics and skincare, headquartered in Tokyo, Japan (source: <http://www.kanebo.com/about-us/>)

Kate Tokyo, is Japan’s No. 1 makeup brand in sales quantity (source: http://www.kanebo.com/brands/kate/)

WHERE THEY SELL

* China
* Hong Kong
* Japan
* Korea
* Malaysia
* Singapore
* Taiwan
* Thailand

(Source: http://www.kate-global.net/)

WHAT THEY SELL

* Eye
* Face
* Lips
* Nail

SOCIAL MEDIA:

Kate-Tokyo -> Likes = 21,740 people

8 posts on Twitter

3 posts on Instagram