

## FOR IMMEDIATE RELEASE

### KANEBO brand receives iF Design Awards 2017

Tokyo, Japan – March 16, 2017

*Skincare and makeup ranges in the KANEBO brand have received double accolades at the iF Design Award for 2017 in the Packaging Discipline (Beauty/ Health category). The awards ceremony was held in Munich on March 10.*

The internationally authoritative iF Design Awards have been held every year since 1953 under the auspices of iF International Forum Design GmbH, the independent German design body with the longest history of any such organization in Germany. The iF logo is widely recognized as the mark of outstanding design features and its use is granted to products deemed to possess such features that are selected annually by this organization. This year there was a total 5,575 entries from 59 countries. All were examined in rigorous detail by 58 design experts, and those considered to be most exceptional were presented with awards.



The following were the two award-winning items submitted by Kanebo Cosmetics:

#### KANEBO SKINCARE

Skincare Products Packaging - 2.03  
Beauty/ Health



#### KANEBO MAKE UP

Make Up Products Packaging - 2.03  
Beauty/ Health



## **The design approach**

### **The skincare design concept**

The skincare was designed to conjure a poetic image of perpetually moisturized skin and the flow of time as it passes through each day, each month, each year and through our whole life. The underlying design motif is a constant flow of water inspired by nature. Especially striking is the design of the lid, which evokes a downward rush of water reminiscent of the flows of time and natural energy.



### **The makeup design concept**

The makeup packaging expresses the lifestyle and behavior of the user. Using the symbolic letter “K”, luster and glow are skillfully used to give the effect of radiance and luminescence emerging from within. The design creates a strong impression through the contrast between the graphic form and the sensual coloring, and evokes a sense of contemporary femininity that combines inner allure with strength of will.



### **Comments from the designer, Gwenaël Nicolas**

“I am delighted and honored to have received the iF Design Award for KANEBO. I hope that the packaging has succeeded in conveying the full potential of the products and the brand’s mission to serve as the lifelong partner of its customers.” Gwenaël Nicolas, designer, Curiosity Inc.

Born in France in 1966, Gwenaël Nicolas came to Japan in 1991 and founded his own design studio, Curiosity, in 1998. He is active as a designer in a wide variety of fields extending from interior design to cosmetics and packaging. Using his extensive range of talents, he has recently become involved comprehensively in everything from shop design to branding, centering on luxury brands. One of his most recent creations is the interior of Ginza Six, which is due to open in April 2017. His work for Kanebo Cosmetics has included the product and store design for the brands KANEBO, LUNASOL and SENSAI.



### **Comments from the KANEBO brand manager on receipt of this award**

“It’s a great honor and an incomparable pleasure to receive the iF Design Award. There’s a story that, at the time Kanebo Cosmetics was founded, twenty wooden models were created in the belief that the packaging had to be beautiful in its own right before one was eventually decided upon. Released in September 2016 to mark the company’s eightieth anniversary, KANEBO has inherited the concept bequeathed to us by our

predecessors, and it therefore makes me extremely happy to receive this award.” Shintaro Hayama, KANEBO brand manager, Counseling Brand Group, Kanebo Cosmetics Inc.

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**Press contacts:** <http://www.kanebo.com/pressroom/contacts.html>

## **About the KANEBO brand**

KANEBO was launched in September 2016 as a comprehensive cosmetics brand based on *Chrono Beauty*, a concept that centers on skincare and encompasses makeup and wellness. The brand credo for KANEBO is “Make Your Life a Masterpiece”. In good times and in bad times, life needs to be faced daily with flexibility and grace. Beauty achieved over the days, months, and years eventually makes our life a beautiful masterpiece. KANEBO aspires to become a woman’s lifelong companion to bring out the very best in her own beauty.

## **Skincare**

The KANEBO skincare concept is all about creating a skin brimming with vital radiance, moisture and firmness based on *Chrono Beauty*. The initial lineup included basic items and two iconic creams and a beauty serum to be used day and night. The underpinning skincare concept is the belief that the graceful passage of each single day contributes to a beautiful life experience for every human being, regardless of nation, ethnicity and gender. Moisturizing ingredients inspired by the power of nature are rigorously selected and especially formulated for each item.

## **Makeup**

Focusing on skin and the importance of “lines”, the makeup series draws out the beauty of each individual by rebalancing the impression of the face as a whole. The colors and textures are composed to bring out a natural, healthy complexion and enhance the beautiful appearance of the skin. The items blend smoothly into the skin with a pleasant sensation and a texture evocative of softly welling light. This makeup series offers new ideas for beauty that surpasses time with a magnificent and elegant feel.

## **Availability:**

Asia: Japan, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam

Europe (launch date: September 2017): Germany, Russia