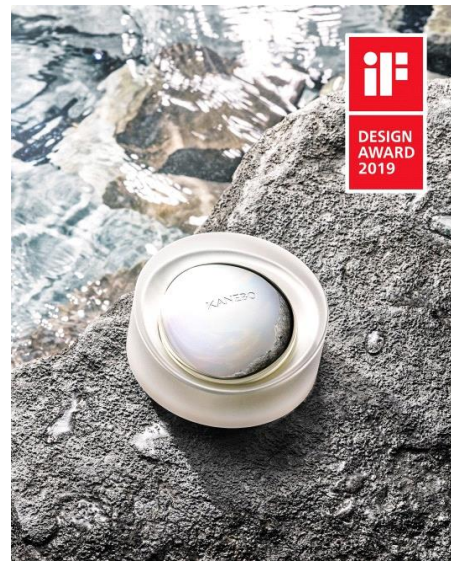


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**Eponymous brand KANEBO receives iF Award 2019
for premium-quality series KANEBO THE EXCEPTIONAL**

Tokyo, Japan – February 28, 2019

KANEBO is the eponymous prestige brand marketed worldwide by Kanebo Cosmetics. KANEBO THE EXCEPTIONAL, the most exclusive lineup from the brand, was awarded the iF Design Award for 2019 in the Packaging Discipline (Beauty / Health Category) category. KANEBO also won an iF Design Award in 2017.



The iF Design Awards are among the most prestigious international design competitions of their type. International Forum Design GmbH, the sponsor, is the oldest independent design organization in

Germany. Outstanding examples of design have been awarded at annual competitions held by the organization since as far back as 1953. Decade by decade, the iF logo has gained wide recognition as an emblem of outstanding design. In the 2019 Awards, the most excellent designs were rigorously selected from a pool of 6,375 entries submitted from 52 countries and regions.

■Award-winning item:

KANEBO THE EXCEPTIONAL (the whole series)

KANEBO THE EXCEPTIONAL, the culminating lineup from the KANEBO brand, debuted in November, 2018 with a skin lotion, emulsion, and cream. The lineup was born from the knowledge that skin gets subliming clarity when the key factors including moisture, radiance, firmness, and smoothness are all achieved. KANEBO THE EXCEPTIONAL concept is “Experience supreme bliss with flawless artistry.”, which is clear and beyond.

■ Design approach

The product designs seek to convey supreme clarity from the very first moment they are seen. The package designers have used matte white and sophisticated gold keytones to conjure a sense of prestige befitting of the exclusive series and the subliming clarity it offers.

KANEBO THE CREAM

The cream container is designed to highlight the essence of subliming clarity. The container sits on an elegant base that rounds off the design to perfect completion.



KANEBO THE LOTION

KANEBO THE EMULSION

Gradations from white to clear travel down the bottle from the top to bottom. The design echoes the dynamics of the pure essence by highlighting the moment when it stops dispensing, just as it is about to fall in drops.

◆ The designer: Gwenaël Nicolas, Curiosity Ltd.

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 sundry fields extending from interior design to cosmetics and packaging. He has been applying his many talents to shop and brand design with a focus on luxury categories. One of his most recent creations was the interior of Ginza Six, an upscale shopping center which opened in April 2017. His work for Kanebo Cosmetics has included product and store design for the brands KANEBO, LUNASOL, and SENSAI.



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