

2021/6/28

ZOZO Inc.

Parfums Christian Dior Japon k.k

DIOR to open at ZOZOCOSME on June 28th. A lineup of 272 popular makeup, skincare and fragrances.

~ 14 foundation related products are now compatible
with the ZOZOGLASS skin tone capturing device.

A solution to easily find the perfect color online with the power of technology. ~



ZOZO Inc. (headquartered in Chiba City, Chiba Prefecture, Representative Director, President & CEO: Kotaro Sawada), which operates the online fashion retail website ZOZOTOWN (<https://zozo.jp/>), and Parfums Christian Dior Japon k.k (headquartered in Tokyo Chiyoda, Representative Director & President: Olivier Teboul) announces its opening of DIOR at ZOZOCOSME today, an online platform for beauty and cosmetics housed within ZOZOTOWN.

ZOZOCOSME launched on March 18, 2021 on ZOZOTOWN as a platform specializing in cosmetics with three features: a rich brand lineup, a user-friendly interface dedicated to the beauty and cosmetic category, and ZOZOGLASS, a skin tone capturing device that helps you find the perfect color.

DIOR founded its Maison in 1946. Since then, Christian Dior envisions a new femininity, a total femininity that would lack nothing. Today, Maison Dior continues to create from dresses to accessories, from fragrances to lipstick, to the most expert skincare, the house of Dior enhances the beauty of women, bringing radiance and modernity.

ZOZOCOSME will carry 272 popular products of DIOR fragrance, makeup and skincare, such as “Miss Dior” and “J’adore”, as well as lip products such as the “Dior Addict Lip Glow”, which was relaunched in May, the popular “Dior Addict Lip Maximizer”, and other eye makeup products. In addition, out of the 22 foundation-related products to be launched this time, 14 products will be compatible with ZOZOGLASS, which is the largest number (*1) of foundation-related products available within ZOZOCOSME shops.

ZOZOGLASS is a skin tone capturing device with high accuracy, developed by ZOZO, which enables you to easily measure your skin tone from the comfort of your home, using your smartphone. After the measurement, foundations with the closest color to your own skin tone will be displayed. This will help ease the stress of worrying about choosing the right color for you, which is especially a challenge when purchasing cosmetics online. At present, more than 500 foundation products from 30 brands are compatible with the ZOZOGLASS, and we are planning to expand the range to include lip products and blushes as well. There are over 1,000,000(*2) reservations of the ZOZOGLASS as of now, and many customers have measured their skin tone using the device.

Parfums Christian Dior Japon commented on the opening of the shop as follows.

“Dior Beauty line has opened at ZOZOCOSME. We have a full lineup of fragrances, makeups, and skincare, which will provide total beauty experiences to everyone.

We hope that a wide range of customers will enjoy Dior’s fascinating world of beauty while experiencing unique online shopping with ZOZOGLASS. ”

As its corporate strategy, “MORE FASHION × FASHION TECH”, ZOZO aims to leverage the power of technology to create an unprecedented online shopping experience, and to reinforce ZOZO’s company philosophy - Inspire the world. Deliver joy every day.

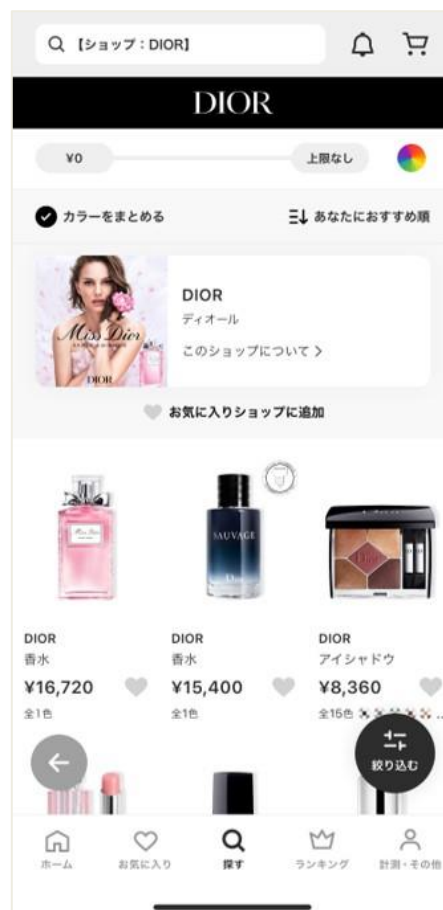
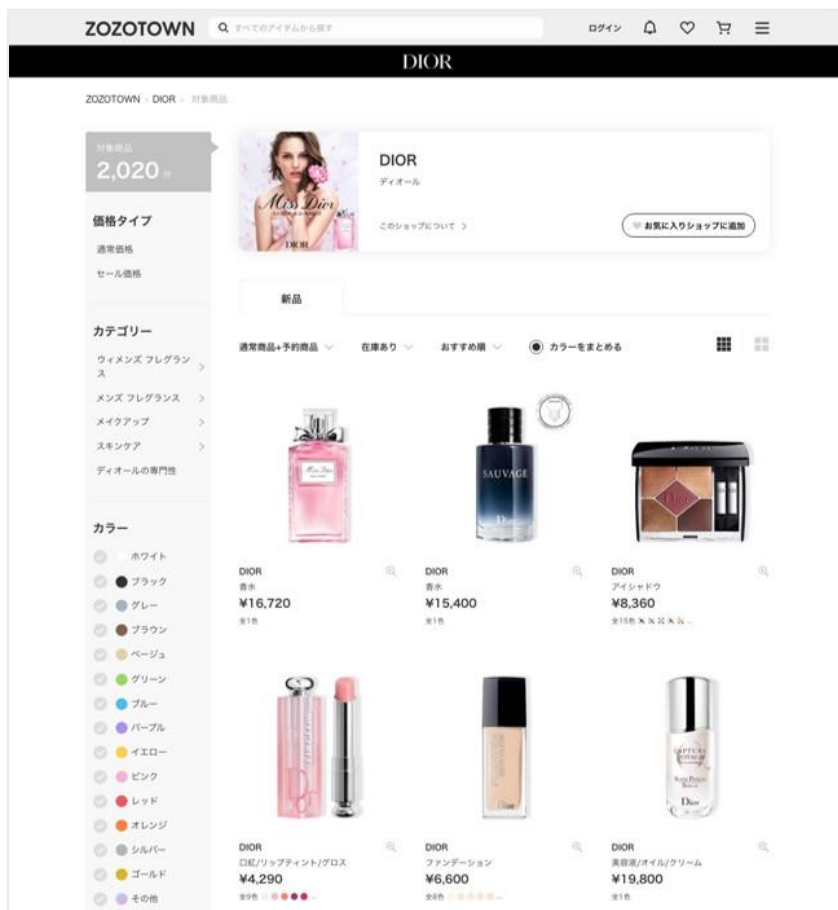
(*1) As of June 2021

(*2) ZOZOGLASS, ZOZO’s proprietary skin tone capturing device for assisting customers in buying cosmetics online, exceeded 1 million orders! (June 14th, 2021) <https://corp.zozo.com/news/20210614-14259/>

About DIOR

| | |
|--------------------------------|---|
| ■Shop name | : DIOR |
| ■Shop open date | : June 28th Monday at noon |
| ■Shop URL | : https://zozo.jp/shop/dior/ |
| ■Number of products at opening | : 272 |
| ■BRAND information | : When Christian Dior created his fashion house in 1946, he imagined a new femininity, a total femininity that would lack nothing. Today, from dresses to accessories, from fragrances to lipstick, to the most expert skincare, the house of Dior enhances the beauty of women, bringing radiance and modernity. |

Shop top page image:



Pick-up items



(Top row from the left)

■ **Product name** : Miss Dior Rose N'Roses
■ **Size** : 30mL/50mL/100mL
■ **Price** : ¥7,700/¥11,220/¥16,720 (tax included)
■ **URL** : <https://zozo.jp/shop/dior/goods/56888574/>

■ **Product name** : Sauvage
■ **Size** : 60mL/100mL
■ **Price** : ¥11,000/¥15,400 (tax included)
■ **URL** : <https://zozo.jp/shop/dior/goods/56888498/>

■ **Product name** : 5 Couleurs Couture
■ **Color** : 689 Mitzah (13 in total) including exclusive color
■ **Price** : ¥8,360 (tax included)
■ **URL** : <https://zozo.jp/shop/dior/goods/57260095/>

(Bottom row from the left)

■ **Product name** : Dior Addict Lip Glow
■ **Color** : 001 Pink (9 in total) including exclusive color
■ **Price** : ¥4,290 (tax included)
■ **URL** : <https://zozo.jp/shop/dior/goods/57260367/>

■ **Product name** : Dior Forever Skin Glow (SPF35 / PA++)
■ **Color** : 1N (8 in total)
■ **Price** : ¥6,600 (tax included)
■ **URL** : <https://zozo.jp/shop/dior/goods/57488577/>

■ **Product name** : Capture Totale Super potent serum
■ **Size** : 30mL/50mL
■ **Price** : ¥14,300/¥19,800 (tax included)
■ **URL** : <https://zozo.jp/shop/dior/goods/57161848/>

About ZOZOCOSME

ZOZOCOSME launched on March 18th, 2021 as an online platform for beauty and cosmetics housed within ZOZOTOWN. Its wide ranging product assortment includes over 500 curated cosmetics brands and more. Its user-friendly interface is designed especially for cosmetics, allowing users to easily search for the right cosmetic products not only by brand or item names, but also by user preferences or concerns. Currently, a selection of foundation products available on ZOZOCOSME are supported by ZOZOGLASS, ZOZO's proprietary skin tone capturing device. By scanning with ZOZOGLASS, customers are recommended foundation shades that are algorithmically close to their own skin tone, thus solving the challenge of color selection when buying cosmetics online.

■ **Service name** : ZOZOCOSME
■ **Service launch date** : March 18th, 2021
■ **URL** : <https://zozo.jp/zozocosme/>

About ZOZO, Inc.

ZOZO, Inc. owns and operates ZOZOTOWN, Japan's largest online fashion shopping website. Housed within ZOZOTOWN are category specialized malls such as ZOZOCOSME and ZOZOSHOES; ZOZOUSED, a second-hand clothing fashion mall; ZOZOVILLA, a section dedicated to luxury & designer brands; YOUR BRAND PROJECT; a D2C business that provides consumers an opportunity to share their sense of style and fashion by creating their own personal fashion brand; WEAR, a SNS for sharing stylings and outfits, and more - various services for fashion lovers. ZOZO is also invested in developing technology devices for body measurement, such as the ZOSUIT2, ZOMAT, and ZOZGLASS.

【Press Inquiry】

ZOZO Inc. Public Relations: E-mail: pr@zozo.com



ZOZO, Inc. <https://corp.zozo.com/>

Head office / Midori-cho 1-15-16, Inage district, Chiba city, Chiba prefecture, 263-0023, JAPAN

Representative / Kotaro Sawada (Representative Director, President & CEO)

Established / May 21st, 1998

Capital stock / 1,359,903,000yen