

**CHANEL Beauty launches on ZOZOCOSME on July 15th !  
A limited-edition collection celebrating 100 years of its  
iconic fragrance, CHANEL N°5, will be available.**

~ Customers will have access to CHANEL's complete skincare,  
makeup and fragrance lines ~



**2021.7.15 IN ZOZOCOSME**

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/>), is excited to announce the launch of CHANEL, operated by CHANEL K.K. Japan (headquartered in Chuo-ku, Tokyo Prefecture, President: Guillermo Gutierrez), on ZOZOCOSME, an online platform dedicated to beauty and cosmetics housed within ZOZOTOWN.

Launched on March 18th, 2021, ZOZOCOSME is an online platform dedicated to beauty and cosmetics housed within ZOZOTOWN. ZOZOCOSME offers an unprecedented online cosmetics shopping experience with its substantial brand lineup, user-friendly interface, and assisted product color selection with ZOZOGLASS, its proprietary skin tone capturing device.

Opening its official store on ZOZOCOSME, CHANEL is a French luxury brand that delivers fragrances, cosmetics and skincare products.

To mark the brand's iconic fragrance CHANEL N°5 celebrating its 100th anniversary in 2021, the FACTORY 5 COLLECTION will be available in limited quantities on ZOZOCOSME starting today.

※Offered while stocks last

Any CHANEL products purchased on ZOZOCOSME will be delivered in the same packaging used at CHANEL official boutiques, allowing ZOZOCOSME customers to fully enjoy CHANEL's worldview.

ZOZO aims to reinforce its business strategy "MORE FASHION × FASHION TECH" and company philosophy "Inspire the world. Deliver joy every day." by providing better services for its customers.

### About CHANEL

- Shop Name : CHANEL
- Launch Date on ZOZOCOSME : 2021/7/15 (Thursday) Noon
- URL : <http://zozo.jp/shop/chanel/detail/>

CHANEL is a luxury brand from France. It has a wide range of products, such as clothing, shoes, jewelry, bags, wallets, accessories such as watches, and cosmetics. The official CHANEL shop offers fragrances, makeup and skin care products.

### About FACTORY 5. COLLECTION

- Product Lineup on ZOZOCOSME : 14 SKUs
- Sales Period : 2021/7/15 (Thursday) Noon ~ 2021/7/20 (Tuesday)
- Special Website : <https://zozo.jp/chanel-factory-5/>
- About FACTORY 5. COLLECTION :

A limited collection created to celebrate the 100th anniversary of N°5. The fragrance is transformed into 17(※) familiar daily items, such as body oil in oil cans to bath tablets in tea storage cans. It is a special collection which turns everyday life into a luxurious experience.

※14 out of the 17 items will be available on ZOZOCOSME. (Offered while stocks last)

< Recommendation item >



- Name : N°5 SHOWER GEL 20x6ml (Can)
- Price : 9,680 yen (tax included)
- Product Page URL : <https://zozo.jp/shop/chanel/goods/57996870/>

### 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
- Launch date : 2021/3/18 (Thursday)
- 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 ZOZOSUIT2, ZOZOMAT, and ZOZOGLASS.

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