

POLA ORBIS Group Bridge Program **Expanding “Exploring and Finding Beauty” Globally** **Exploring the future of “Beauty” from a global perspective**

POLA ORBIS HOLDINGS INC. Multiple Intelligence Research Center (MIRC, located in Chuo-ku, Tokyo)—the department aiming to create new value for cosmetics that goes beyond its definition today—has expanded its Group Bridge Program “Exploring and Finding Beauty” globally.

Called “Exploring and Finding Beauty Global”, the program builds on “Japanese Aesthetics*¹” from last year and combines case studies of “beauty” from all over the world with an internal inquiry into “what is beauty of the future?”.

*1 Source release: Launch of POLA ORBIS Group’s Bridge Program “Exploring and Finding Beauty”
https://ir.po-holdings.co.jp/news/news/news7373798256745820868/main/0/link/20180326_newprogram.pdf



“Exploring and Finding Beauty Global”
in Action with Bespoke



“Exploring and Finding Beauty”
in Kyoto last year

Background on Globalizing

“Sensitize the world to beauty” is the POLA ORBIS Group’s corporate philosophy. As a part of the process to brush up aesthetics and sensitivity individually, the “Exploring and Finding Beauty” Bridge Program started in 2018, serving as a clue to broadly think about Japanese aesthetics cultivated so far by revisiting the process of making traditional hand crafts in the backdrop of Kyoto. From 2019, the Group’s goal is to expand horizons globally and think about “beauty we ought to provide with the world in mind”.

About the Program

This Program is in collaboration with the Danish company Bespoke (Headquarters: Copenhagen, Denmark), which provides concept and business strategy consulting services with “Design the Future” as a guiding principle. Together with Bespoke, POLA ORBIS Group’s Wandering Researchers*² that collect information from all over the world will scrape together*³ cases, ideologies, and everything worth paying attention to that is related to “Beauty”, from Japan to all over the world, and freely use design thinking to deliberate beauty of the future. A workshop is scheduled in late 2019 where participants from all subsidiary companies in the POLA ORBIS Group will come together to examine case studies from all over the world, bring their individual perspectives, and decide on principles of beauty the Group ought to provide moving forward.

*2 Researchers that collect information from all over the world and facilitate alliances. Affiliation: Multiple Intelligence Research Center

*3 To gather and collect

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【Additional Information】

Bespoke

Bespoke is a strategic consulting firm based in Copenhagen, Denmark. With “design the future” as a keyword, Bespoke formulates custom “strategies for the future” for each client by combining design thinking with case analysis, using examples from all over the world. Using a variety of frameworks for case structuring, ideation, etc., they have the skills to excel at creating specific strategies for something as abstract as “beauty”.

The logo for Bespoke, featuring the word "bespoke" in a lowercase, bold, sans-serif font. The letter 'b' is stylized with a thick vertical stroke and a curved top.

Bespoke website: <https://www.bespokecph.com/>

POLA ORBIS HOLDINGS Multiple Intelligence Research Center (MIRC)

Aiming to redefine current cosmetics with value creation, MIRC is in charge of structuring research strategy and optimal distribution of research results in the Group. Also houses specialists in market research and discovering innovation cases. Collecting next generation of needs from all over the world, seeks out cutting-edge technologies for collaboration and investment opportunities.

The logo for MIRC, featuring the word "mirc" in a lowercase, bold, sans-serif font. Above the 'i' is a large, stylized question mark. Below "mirc" are the words "multiple intelligence" and "research center" in a smaller, lowercase, sans-serif font.

POLA ORBIS HOLDINGS website: <https://www.po-holdings.co.jp/>