

FIVEISM x THREE, the Industry's First Total Men's Cosmetic Brand

In September 2018, ACRO INC. (Headquarters: Shinagawa-ku, Tokyo; President: Akira Gogo), the POLA ORBIS Group company that operates the THREE brand of cosmetics, will begin sales of FIVEISM x THREE, the industry's first total men's cosmetic brand centered on makeup.

During the first year of sales, approximately 80 SKUs will be offered for sale, including foundations and other base makeups, a full range of makeup for all parts of the face, and miscellaneous goods. These products will be deployed tailored to the aspects of male skin and skin concerns unique to men with designs which pursue ease of use based on typical behaviors that men engage in in their everyday lives. Rie Omoto, THREE's Global Creative Director, will lead the development of this brand.

As ARCO INC. celebrated their 10th anniversary in February 2018, it will attract new customers and aim for further growth as a Japan-based global brand by launching this new brand which is a first in the industry and embodies the corporate policy of creating modern beauty through refined sensibilities. ARCO INC. took note of the fact that in the domestic Japanese department store market, a total men's cosmetic brand didn't yet exist. With this new brand, ARCO hopes to create a new genre among male cosmetic goods – an area that has attracted attention in recent years.

Meaning in the Brand Name

FIVEISM x THREE is a brand that looks for new challenges not bound by the borders of the cosmetics category. These challenges include creating a market for men's cosmetics and working towards widespread adoption. Through offering a new male culture of makeup as a means of encouraging men to take an interest in their own appearance, ARCO can respond to the variety of lifestyles that men live and evoke the potential need for an increase in men's sense of beauty. "FIVEISM" refers to the number 5, and combined with the number 3 from "THREE," we arrive at 8, a symbol for continuing into infinity.

FIVEISM x THREE Overview

FIVEISM x THREE targets men in their late 20's with a developed sense of beauty and a desire to become beautiful. The brand offers a need for cosmetics in business and the tradition of a cosmetic culture as a means of enhancing one's life to men who are interested in new values and things, have a high sense of fashion, and are sensitive to trends.

The product line is comprised of base makeup and makeup for all parts of the face, with plans for skin and hair care, miscellaneous goods, and more. Prices will range from 2,000 yen to 12,000 yen. Offered for sale mainly through department stores and e-commerce sites, we are considering sales through boutique shops, and plan to expand to 20 stores in major cities across Japan by 2021. We plan to begin sales within Asia by 2020, while considering expansion to Western markets in the future.