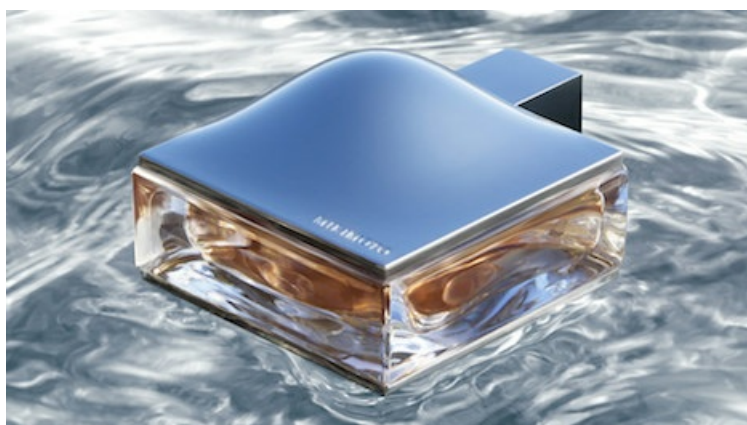


FRAGRANCE AND PERSONAL CARE

Japanese pearl jeweler Mikimoto, eyeing expansion, enters beauty market with first fragrance

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The Mikimoto Eau de Parfum is the Japanese pearl jeweler's first foray into beauty as it expands into adjacent categories. Image courtesy of Mikimoto

By LUXURY DAILY NEWS SERVICE

Japanese pearl jewelry brand Mikimoto has entered the beauty category with the launch this week of its first fragrance as it finds potential for growth in a new segment.

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The Mikimoto Eau de Parfum is the result of a collaboration with Scent Beauty, which styles itself as the world's first multi-brand ecommerce platform for bespoke scents.

"Scents evoke an emotional reaction, parallel to the feeling of wearing a treasured piece of pearl jewelry, making this a natural next step for the brand," said Yasuhiko Hashimoto, director and executive vice president at K. Mikimoto and Co. Ltd., and CEO of Mikimoto (America) Co. Ltd. in a statement.

Scenting opportunity

Mikimoto is the originator of cultured pearls and has recently upped its visibility in the United States with a revamped store in Las Vegas, more social and digital marketing, as well as new product rollouts.

The fragrance is gender-neutral, with a combination of floating iris and magnolia, as well as additional notes throughout.

Fragrance designer Raymond Matts and master perfumer Frank Voelkl put together the eau de parfum to create a signature scent inspired by the brand's nautical identity.

Lance McGregor designed the bottle, emulating the color and luster of pearls to create a minimalist expression of the jewelry brand's identity.

Mikimoto Eau de Parfum will be sold at [MikimotoAmerica.com](https://www.mikimotoamerica.com) and [ScentBeauty.com](https://www.scentbeauty.com).

"Mikimoto represents a highly refined expression of pure elemental beauty that has now been exquisitely captured in scent," said **Scent Beauty** CEO Stephen Mormoris in a statement. "We are thrilled to be Mikimoto's U.S. partner in

online retail."

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