



## **M·A·C COSMETICS REIMAGINES M·A·C PRO OMOTESANDO HILLS LOCATION**

*Omotesando, Tokyo* – M·A·C Cosmetics has given its M·A·C Pro Omotesando Hills location a makeover, reimagining and redesigning the pivotal and highly trafficked store.

Located in the center of Omotesando, Tokyo, where fashion, beauty, food, and foreign culture intersect, M·A·C Pro Omotesando Hills has been reconceptualized to capture the essence of this bustling shopping destination. The store will feature a wide, open, square shape, increasing visibility of the brand's ever changing visuals featuring eye popping color collections, as well as iconic collaborations.

"M·A·C's audaciousness is personified through the redesign of M·A·C Pro Omotesando Hills," said James Gager, Senior Vice President and Group Creative Director, M·A·C Cosmetics. "We designed this flagship to captivate and welcome Omotesando's beauty newcomers and connoisseurs alike, allowing them to explore and experiment with colour."

Omotesando Hills consists of over 100 boutiques, restaurants, cafés and restaurants, and is home to an impressive roster of high-end luxury merchandisers and designers. M·A·C first opened this location at Omotesando Hills in 2004.

"This store's renewal is indicative of the type of shopper we cater to at M·A·C Pro Omotesando Hills," said Karen Buglisi Weiler, Global Brand President, M·A·C Cosmetics. "As the sole M·A·C flagship store in Japan, this location is a destination for the trendsetting, colour authority that M·A·C is known for globally."

In addition to stocking the brand's signature products, as well as limited edition collections and collaborations, as a M·A·C Pro location, consumers are able to access the brand's Pro line, crafted specifically to meet the creative needs of the makeup professional. M·A·C Pro Omotesando Hills acts as an inspiring destination for makeup professionals in every field.

M·A·C Pro Omotesando Hills reopens on April 22, 2016. Consumers are invited to experience its saturated, eye popping Astounding, Vital, Audacious, Fantastic consumer event from April 28<sup>th</sup> through May 1<sup>st</sup>.

### **M·A·C PRO OMOTESANDO HILLS AT A GLANCE**

#### **LOCATION**

Omotesando Hills West Buid 1F  
Jingumae 4-12-10  
Shibuya-ku, Tokyo  
03-5410-1122

#### **HOURS**

Open Monday through Saturday, 11:00AM – 21:00PM  
Sunday, 11:00AM – 20:00PM

#### **ABOUT M·A·C COSMETICS**

M·A·C (Make-up Art Cosmetics), a leading brand of professional cosmetics, was created in Toronto, Canada in 1984 and is part of The Estée Lauder Companies, Inc. The company's popularity has grown through a tradition of word-of-mouth endorsement from makeup artists, models, photographers and journalists around the world. M·A·C is now sold in 110 countries/territories worldwide. Follow M·A·C and M·A·C Senior Artists on Twitter @MACcosmetics ([twitter.com/maccosmetics](https://twitter.com/maccosmetics)) and a list of the Senior Artists can be found here ([twitter.com/MACcosmetics/mac-senior-artists/members](https://twitter.com/MACcosmetics/mac-senior-artists/members)), become a M·A·C fan on Facebook ([facebook.com/maccosmetics](https://facebook.com/maccosmetics)), follow M·A·C on Instagram ([instagram.com/maccosmetics](https://instagram.com/maccosmetics)), watch M·A·C videos on YouTube ([youtube.com/maccosmetics](https://youtube.com/maccosmetics)). For a M·A·C location visit [maccosmetics.com](https://maccosmetics.com).