

Global Vision with Tradition and Innovation

将传统与创新相结合的全球视野

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Navigating global success, Kitao Cosmetics' minimalist approach blends traditional Japanese ingredients with innovative skin care technology, making a global impact.

Kitao 化妆品株式会社在全球取得成功，其极简主义的方法将传统的日本成分与创新的护肤技术相结合，在全球产生了重要影响。

Kazuhiro Kawabata, President & CEO

Kazuhiro Kawabata, 总裁兼首席执行官

Kitao Cosmetics, a company deeply rooted in Japanese tradition, is making waves globally with its innovative skin care products. Led by President and CEO Kazuhiro Kawabata, Kitao emphasizes minimalism and quality, using fewer, highly effective ingredients. This philosophy contrasts with the more elaborate routines popularized by Korean beauty brands, highlighting the unique appeal of J-Beauty.

Kitao 化妆品株式会社扎根于日本传统，凭借其创新的护肤品在全球引起了轰动。在公司总裁兼首席执行官 Kazuhiro Kawabata 的领导下，Kitao 强调极简主义和高品质，致力于使用更少且高效的成分。这种理念与韩国美容品牌更为复杂的套路形成鲜明对比，凸显了日本美妆（J-Beauty）的独特魅力。

Kitao's commitment to quality is exemplified in its use of matcha, a traditional Japanese ingredient known for its health benefits. "We follow a meticulous process to ensure our matcha is of the highest quality, preparing the soil for three years without chemicals," says Mr. Kawabata. This dedication to sustainability and natural ingredients resonates with today's eco-conscious consumers, enhancing the brand's reputation.

Kitao 对高品质的承诺体现在其使用的抹茶上，抹茶是一种以有益健康而闻名的日本传统成分。

“我们遵循一丝不苟的流程和工艺，以确保我们的抹茶是最高质量的，在没有化学物质的情况下为土壤做足三年的准备。”Kawabata 先生说。这种尽心致力于可持续性和天然成分的做法与当今具有生态意识的消费者产生共鸣，提高了品牌的声誉。

Globally, Kitao Cosmetics has successfully penetrated U.S. and European markets, leveraging the growing popularity of matcha. The company's approach includes collaborations with influencers and marketing agencies to introduce Japanese culture alongside its products. This strategy has earned the firm a strong online presence, boasting over 12,000 Instagram followers and numerous influencer partnerships.

纵观全球，Kitao 化妆品株式会社利用抹茶越来越受欢迎的优势，已成功打入美国和欧洲市场。该公司的做法包括与网红和营销机构合作，在介绍其产品的同时介绍日本文化。这一策略为该公司赢得了强大的网络影响力，在 Instagram 上拥有超过 12000 名粉丝，并与许多有影响力的人建立了合作关系。

Looking forward, Mr. Kawabata emphasizes the importance of collective efforts among Japanese firms to compete with Korean brands, particularly in the U.S. and European markets. By combining traditional Japanese values with modern marketing strategies, Kitao Cosmetics is poised to continue its global growth.

展望未来，Kawabata 先生强调了日本企业共同努力与韩国品牌进行竞争的重要性，尤其是在美国和欧洲市场。通过将日本传统价值观与现代营销策略相结合，Kitao 化妆品株式会社有望继续在全球范围内实现增长。