

train stations in the world, Ainz & Tulpe's Tokyo flagship with its eye-catching glass-fronted entrance is perfectly positioned to attract young, urban shoppers.

The air-conditioned retail area is spacious, with plenty of space to walk around and very wide product aisles. This is in contrast to the classic Matsumoto Kiyoshi, Cocokara Fine or Sundrug stores which tend to be more cramped, with shelves that are overflowing with products.

The ground floor includes a boudoir-style Lips & Hips retail area and an Ayura retail counter. The main portion of the retail space is dedicated to colour cosmetics, especially eye products – including false lashes, lash decorations and even tinted contact lenses, which are a key sector in the Japanese colour cosmetics market. There are also some hair and make-up accessories and beauty gadgets placed prominently opposite the store entrance.

Select skin care

Skin care is a key category in the Japanese C&T market and the entire first floor of Ainz & Tulpe is dedicated to face and body care. This level also features the retailer's impressive selection of natural and organic cosmetics and a nail colour section.

One wall is dedicated to sheet masks while cleansing products, konjac sponges and face brushes and other beautytronics products are stocked in a separate retail area. The face care line-up is highly segmented and the brand choice includes Japanese, Asian and western brands.

A special shelf area near the window presents imported organic brands like Weleda, Logona, Lavera and Dr. Hauschka. A separate section offers natural and near-natural beauty brands, most of which are Japanese, but there is also a L'Occitane display.

Another wall features mostly dermatological and cosmeceutical brands like Japanese brands Haba and Astalift (Fujifilm), and French labels Bioderma and La Roche-Posay (L'Oréal). In the same corner is Ainz & Tulpe's selection of organic Japanese niche brands. Strategically positioned near the cashiers desks and signposted with large tax-free posters, the cosmetics are clearly flagged as 'made in Japan'.

Small posters on each shelf specify which area of Japan the beauty brands are coming from and



highlight regional ingredients. Aomori prefecture, for example, is known for apples, Akita for rice, Niigata for sake, Yamagata for pears, Okayama for olives and Okinawa for camellia seed oil. Most of the regional cosmetics are small brands although the line-up also includes well-known labels like Makanai Cosmetics, a traditional Japanese make-up brand which is a popular tourist souvenir.

The basement floor features bath and body care, hair care (plus a special section for salon hair care), foot care, hosiery, health foods, beauty and wellness gadgets and the counters for the classic Japanese high end skin care brand Kosé, Sofina and Kanebo.

The emphasis on beauty and lifestyle trends like regional beauty and organic cosmetics is what makes Ainz & Tulpe different from the other drugstore chains in Japan. When Le Trois store was opened, Ainz & Tulpe announced that the Sapporo and Shinjuku stores would define the future retail strategy of the store chain. And judging by the facilities and product choice of the new Shinjuku store, Ainz & Tulpe will continue to offer consumers a stylish, urban beauty shopping experience.

“ Compared to the outlets of other Japanese drugstore chains, Ainz & Tulpe's stores are stylish and trend oriented ”

Ainz & Tulpe: Hair oils top the charts

Since Japanese hair is mostly straight and thicker than Caucasian hair, moisturising and conditioning products are very popular. The international oil trend has also been a hit in the Japanese hair care market, and a number of domestic brands have launched their own oil treatments.

The popularity of oil-based products is reflected in Ainz & Tulpe's recently published top five ranking of hair care products which includes three hair oils.

According to this ranking, the most popular hair care product in June 2016 was Japanese hair care manufacturer MoltoBene's Loretta brand rose-scented Base Care Oil. Second place went to Japanese manufacturer Salonia's hair care duo Botanist Botanical Shampoo Apricot & Jasmine and Botanist Botanical Treatment Apple & Berry.

At number three was multifunctional Hair Oil Natural Bouquet from Japanese brand MVNE while fourth place went to Japanese manufacturer Lebel's duo of IAU Cleansing Relaxment shampoo and IAU Cream Melt Repair conditioner. Finally, the fifth most popular hair care product was L'Oréal Paris' rose-scented Elseve Extraordinary Oil.