

AXXZIA Celebrates 15th Anniversary with Shanghai Event, Sharing the Company's History and Future Vision

Special Appearance by Wu Jinyan, AXXZIA's New Asia-Pacific Brand Ambassador

AXXZIA Inc. celebrated its 15th anniversary with a special event in Shanghai on August 21, 2026. This event allowed to express gratitude towards the customers and partners that have supported AXXZIA over the years and to present the company's initiatives and vision for future growth.

As a part of the anniversary celebration, "AXXZIA × M / mika ninagawa" special collaboration product line was launched and available for purchase starting August 21, 2026.



Looking Back at 15-Year-History, Looking Forward to the Future

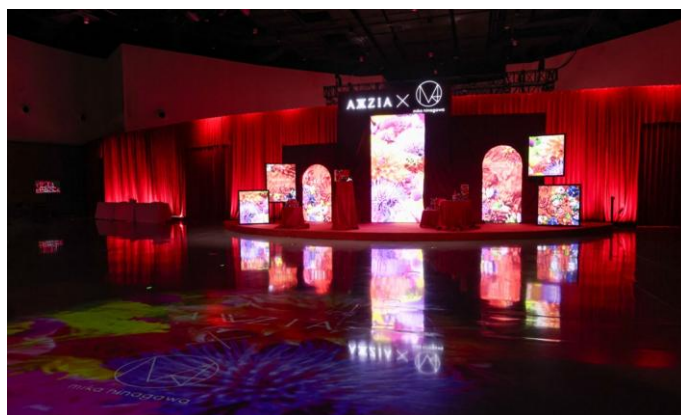
The event opened with a speech by Managing Director Hui Zhang, who shared his appreciation for the 15-year journey and looked back on AXXZIA's founding story. He also outlined the company's future plans in the midst of global expansion and the use of AI to strengthen organizational capabilities.

Additionally, AXXZIA's Creative Director Satoshi Takai introduced the "AXXZIA × M / mika ninagawa" collaboration. He spoke about the background of the collaboration and the creative vision behind the design.



Special Installations Devoted to the 15th Anniversary

Guests were greeted by the exhibition space with a story-board of AXXZIA's 15-year history and a large-scale installation inspired by the AXXZIA's products as well as anniversary collaboration products.



Special Appearance by New Asia-Pacific Brand Ambassador, Wu Jinyan

The newly appointed Asia-Pacific ambassador for the "AXXZIA BEAUTY EYES ESSENCE SHEET", actress Wu Jinyan, made an appearance on stage during the event and was welcomed with warm applause from the audience.

During the talk session, she shared thoughts on her first encounter with AXXZIA, her impressions of the brand, as well as her beauty philosophy.



Gratitude to AXXZIA's Partners

The event also included a special awards ceremony to express gratitude to the partner companies that have supported AXXZIA over the years. The ceremony looked back on the shared journey with these partners and conveyed appreciation for their cooperation and support.



About AXXZIA

AXXZIA, established in 2011 as an exclusive skincare brand for esthetic salons, has since expanded its presence worldwide. The “Beauty Eyes” series, launched in 2016 with the concept of making professional eye care accessible for home use, has been widely embraced in several Asian countries, including China. As a Japanese cosmetics company, we offer a range of exceptional products all made in Japan, with a focus on delivering salon-quality skincare experiences at home. Currently, our products are available not only in Asia, but also in North America, Europe, the Middle East, and so on. In Japan, our products can be found in numerous locations, including our flagship stores—AXXZIA GINZA SIX, AXXZIA Daimaru Shinsaibashi, AXXZIA Keio Department Store Shinjuku, AXXZIA ShinQs by TOKYU DEPARTMENT STORE and AXXZIA NAMBA CITY — as well as in various department stores and specialty shops.

AXXZIA Official Website • SNS

- Official Website : <https://axxzia.co.jp/english/>
- Stores Information : <https://axxzia.co.jp/english/stores/>
- Official Online Shop : <https://axxzia.jp/>
- Official Instagram account : @axxzia_jp https://www.instagram.com/axxzia_jp/

<For further questions about this news release>

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