

ST FUTURE
INTERNATIONAL

Case Share of Cross Brand Collaborations

Presentation by Marketing



Our Observation

Outside of seasonal moments or major launches, Hello Kitty remains a consistently popular IP.

A full-category beauty offering covering Color Cosmetics, Skincare, Bodycare, Beauty Accessories, and Nail Art.

Color cosmetics

- Eyeshadow
- Lipstick
- Lip Gloss
- Blush

Beauty Accessories:

- Eyelashes
- Makeup Tools
- Hair Accessories
- Personal Care Tools

Nail Art:

- Nail Polish
- Top Coat
- Nail Stickers
- Press-On Nails

Skincare:

- Facial Mist
- Sunscreen
- Face Cream
- Cleanser
- Body Fragrance Mist
- Makeup Remover Wipes
- Face Masks
- Eye Masks

Bodycare:

- Fragrance Mist
- Shimmer Mist
- Hand Soap
- Body Cream
- Body Wash

IP Selection Strategy

The right mix of evergreen, seasonal, and trend-driven IPs maximizes both stability and growth.

When selection is limited, prioritize evergreen IPs

Evergreen IP

IPs with consistent, year-round demand regardless of seasons or launches

✓ Features

High awareness
Stable sales
Repeatable / replenishable

✓ Iconic IP

Hello Kitty
Disney classic (Mickey / Winnie the Pooh)

Strong everyday performers with consistent demand

Seasonal IP

IPs or designs driven by specific seasons or holidays

✓ Features

Peak-driven
Strong theme/color
Limited edition

✓ Common Themes

Christmas
Halloween
Valentine's Day
Summer / Festival drops

High-impact seasonal sellers with strong visual appeal

Hype-Driven IP

Trend-driven IPs fueled by pop culture, celebrities, or major releases

✓ Features

High traffic / viral
Short lifecycle
Risks and opportunities coexist.

✓ Iconic

Barbie movie
Celebrity collaborations
TikTok viral trends

Trend-led IPs with high traffic and short-term sales spikes

Accessories



<https://www.kokomostudio.com/licenses/>



Barbie

KoKoMo

Color cosmetics + Accessories





A collection of Wakemake cosmetics featuring Hello Kitty branding. The items include a black mascara wand with a Hello Kitty logo, a tube of foundation or concealer with Hello Kitty patterns, a tube of lipstick with a Hello Kitty pattern, a large black box with a Hello Kitty face, a pink eyeshadow palette with various shades, a small black bottle of eye drops or serum with a Hello Kitty cap, a small pink bottle of eye drops or serum with a Hello Kitty cap, a small black bottle of eye drops or serum with a Hello Kitty cap, and two small white bottles of eye drops or serum with Hello Kitty caps. The products are arranged on a reflective surface against a plain background.



<https://global.oliveyoung.com/event/planning?plndpNo=2240>

Color cosmetics



wakemake
[HELLO KITTY]
Shaking Blur Cheek
(2 Colors)



wakemake
[HELLO KITTY]
Stay Fixer Multi
Color Powder (3 Options)



wakemake
[HELLO KITTY]
Soft Sheer Multi Palette
13 Pink Shell



wakemake
[HELLO KITTY]
Natural Hard Brow Pencil
1+1 Set (3 Colors)



wakemake
[HELLO KITTY]
Water Glow
Coating Balm (4 Shades)



wakemake
[HELLO KITTY]
Soft Blurring Balm Stick
(Set/Single) (4 Colors)



wakemake
[HELLO KITTY]
Healthy Glow Balm Stick
(4 Colors)



wakemake
[HELLO KITTY]
Lip & Eye Kit
(Warm Tone / Cool Tone)

Enhance the overall style with added accessory details



Fillimilli X Hello Kitty

OLIVE YOUNG

Beauty tools



Fillimilli X Hello Kitty
Angel and Devil Mini
Spatula Brush 828 (+ 3
Magnets)

Fillimilli X Charmmy Kitty

OLIVE YOUNG

Beauty tools

Product + decorative stickers to enhance the user experience



*Eye Brush Pro Collection
(5 Types) (+Cubic Sticker)*



*Heating Eyelash Curler USB Type
(22R) (+Cubic Sticker)*



*No-glue Point Piece Eyelashes
(+Tweezer)*

<https://global.oliveyoung.com/display/search?query=Fillimilli>



Hello Kitty

Skincare

Sunscreen
Toner
Lotion
Facial Cleanser

SALE!
glycerin
to hydrate
the skin

niacinamide
to visibly help
brighten the skin

**lightweight
texture**
light korean-
inspired formula
with no white cast

Hello Sun!
Broad Spectrum SPF 50
Facial Sunscreen
80 Minute Water Resistant
Brightening & Moisturizing
Niacinamide to help with
uneven skin tone
Fragrance-free
1.7 fl. oz. / 50 ml

SALE!

**broad spectrum
spf 50**

- 80-minute water resistant
- fragrance-free
- brightening & moisturizing

**2 options
for you!**

**mineral
spf 40**

**white cast
neutral formul
ance-free
y texture &
t radiance.**

Hello Sun!
Broad Spectrum SPF 50
Facial Sunscreen
80 Minute Water Resistant
Brightening & Moisturizing
Niacinamide to help with
uneven skin tone
Fragrance-free
1.7 fl. oz. / 50 ml

**INTENSE
HYDRATION
FOR ALL
SKIN TYPES**

**CRÈME
X
HELLO KITTY**

**24/7
HYDRATION
LOCK**

**LIGHTWEIGHT
MOISTURIZER**

- Hyaluronic Acid
- Glycerin
- Squalane

Made in Korea
Korea 010-7222-4141

**HELLO KITTY
AND FRIENDS
X
the CRÈME shop**

DEWY PEACH
whisking toner

HELLO KITTY FRIENDS • MADE IN KOREA
8.7 fl. oz. / 258 ml



Hello Kitty



Under Eye Patches
face mask
Capsule Serum



<https://www.ulta.com/brand/creme-shop>



Hello Kitty



Holiday Manicure Set Nail Decals & Clear Polish



MAKEUP REMOVER TISSUE



\$7.00

Hello Kitty 3D Aromatherapy Fizzy Bath Bomb



Skincare

Ilso
Hello Kitty
Collaboration] Ilso
Super Melting Sebum
Cleansing Oil 200ML
Plan (+Hello Kitty Air
Cleansing Brush)



Geske Sanrio Hello
Kitty Sonic Facial Brush
3 in 1 (grip)



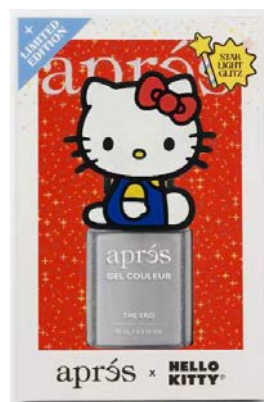
Geske Hello Kitty Facial
Brush 3 in 1 (Solid)



<https://kgifts.shop/en-us>

Sanrio

Nail polish
Nails light



<https://www.urbanoutfitters.com/nail-products>

https://apresnail.com/collections/hello-kitty-and-friends-1?im_ref=1234567

Sanrio



Hello Kitty® and Friends

GLAMNETIC



NOW LIVE
GLAMNETIC
♥
HELLO KITTY®
AND FRIENDS

7 NEW Nails featuring everyone's most beloved Sanrio characters PLUS an **exclusive** Hello Kitty® Lash Extension Kit





PICNIC WITH
HELLO
KITTY® &
FRIENDS!

Hello Kitty® and Friends

GLAMNETIC



Cinnamoroll™ Cloud
Short Almond
★★★★★
\$21.99

Hello Kitty® & Friends Collection (2024)
★★★★★
\$153.93 \$115.45

Cinnamoroll™ French Tip
Short Almond
★★★★★
\$21.99

My Melody™
Short Almond
★★★★★
\$21.99

Hello Kitty® and Friends

GLAMNETIC



SOLD OUT

Hello Kitty® PR Box
Mixed
★★★★★
\$164.99



Hello Kitty Lash Extension Kit
★★★★★
\$44.99

Sanrio

Perfume





wet n wild

Winnie the Pooh



Accessories



<https://www.wetnwildbeauty.com/>



wet n wild

Winnie the Pooh

Color cosmetics



<https://www.wetnwildbeauty.com/>



<https://www.bathandbodyworks.com/t/collaborations/disney>



- Fragrance Mist
- Travel Size Fragrance Mist
- Shimmer Mist
- Hand Soap
- Body Cream
- Body Wash
- Candle



Mulan
Fine Fragrance Mist



In 1673 carts

Rapunzel
Gentle & Clean Foaming Hand Soap



Rapunzel
Ultimate Hydration Body Cream



Rapunzel
Body Wash



Aurora
Fine Fragrance Mist



In 1384 carts

Aurora
Gentle & Clean Foaming Hand Soap



Aurora
3-Wick Candle



Aurora
Diamond Shimmer Mist



Trending!

Aurora
Travel Size Fine Fragrance Mist

Magnetic lashes

Color cosmetics + Beauty tools



SAUCY SISTERS' FAT CHEEKS BLUSH



MAGGIE SIMPSON BOW MAKEUP SPONGE



HOMER SIMPSON DONUT HIGHLIGHTER



MARGE SIMPSON MEGA GLUE



SIMPSON FAMILY EYESHADOW PALETTE



SIMPSON SMUSHY MATTE LIP BALM

Color cosmetics + Skincare + Beauty tools



<https://www.revolutionbeauty.com/intl/en/collabs/?page=1>

Célavi X Peanuts

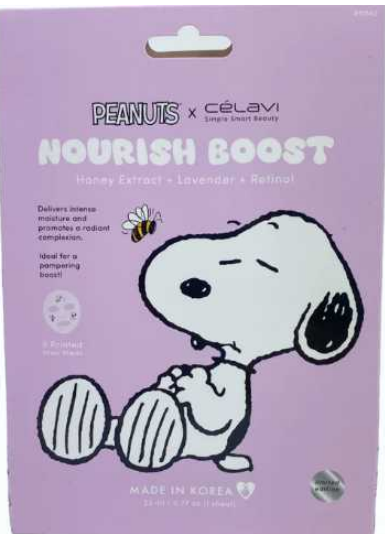
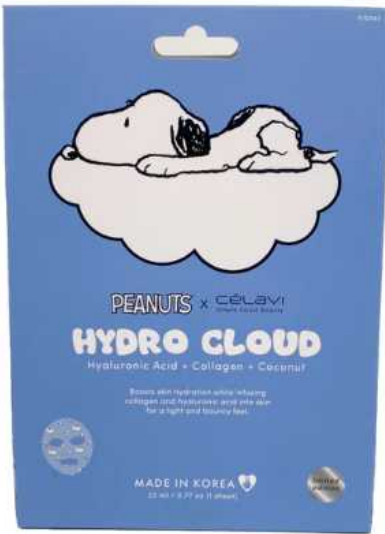
Accessories



<https://mycelavi.com/>

Célavi X Peanuts

FACE MASK



Célavi X Peanuts

célavi
Simple Smart Beauty

PEANUTS x **célavi**
Simple Smart Beauty

Shop Now

PEANUTS x célavi
Simple Smart Beauty
NOSE PORE STRIPS
BLACKHEAD CONTROL
Overnight results
absorbs dirt and refines pores
6 STRIPS
MADE IN KOREA

PEANUTS x célavi
Simple Smart Beauty
MOISTURIZING FACIAL CREAM
Shea Butter
For All Skin Types • Normal to Dry
MADE IN KOREA

PEANUTS x célavi
Simple Smart Beauty
NOSE PORE STRIPS
BLACKHEAD CONTROL
Overnight results
absorbs dirt and refines pores
6 STRIPS
MADE IN KOREA

PEANUTS x célavi
Simple Smart Beauty
Hydrating Coconut Facial Mist
Connect • Soothe
For All Skin Types • Normal to Dry
MADE IN KOREA

PEANUTS x célavi
Simple Smart Beauty
GET UNREADY
FACE SHEET MASK
Restoring night face mask
retinol + peptide
Boosts collagen and soothes
skin up to 24 hours. Hydrated skin
that looks radiant and glows with radiance.
1 Printed
Sheet Masks
MADE IN KOREA

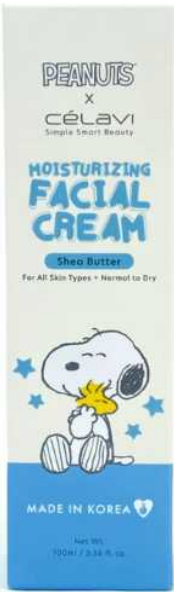
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<https://mycelavi.com/>

Célavi X Peanuts

Skincare

- MAKEUP REMOVER TISSUE
- CLEANSING FOAM
- HYDRATING COCONUT
- FACIAL MIST
- FACIAL MIST SERUMIZING CREAM
- LIP GLOSS
- NOSE PORE STRIPS
- FACE MASK



Célavi X Peanuts

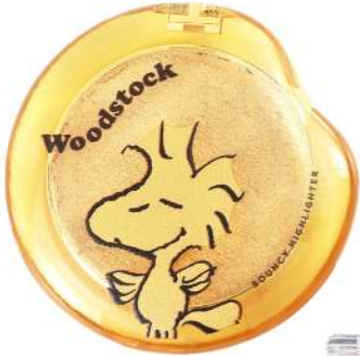
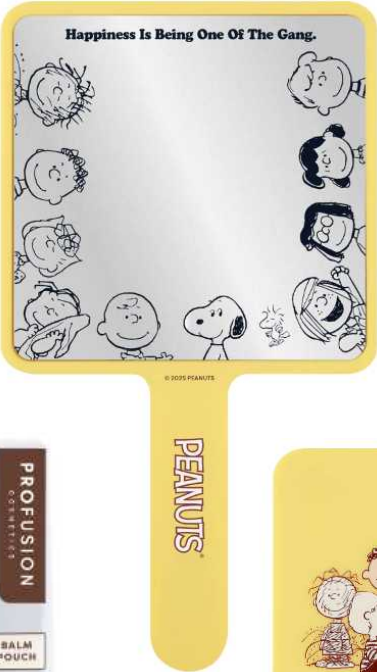
Accessories



♥ PEANUTS 75TH ♥



Color cosmetics + Skincare + Beauty tools



Focused on color cosmetics & skincare products



Canvas Primer
Milky Toner
Blush
Lip Jam
Lip Mask Pot

Foam Cloud Primer
Bubble Kiss Lip Balm
Blemish Patches
3D Highlighter
Bubble Glow Blush Bar



BOBA TEA



Focused on color cosmetics products



<https://profusioncosmetics.com/collections/new>

MONSTER BASH



Focused on color cosmetics products



<https://glamlite.com/collections/bratz-x-glamlite>

Makeup-focused products with added keychain elements

GLAMLITE



Bratz x Glamlite Palette



Bratz x Glamlite Shop 'Til We Blush Palette



Bratz x Glamlite Pucker Up Lip Plumper



Bratz x Glamlite Goin' Out Yasmin Lip Kit



Bratz x Glamlite Goin' Out Cloe Lip Kit



Bratz x Glamlite Goin' Out Jade Lip Kit



Bratz x Glamlite Goin' Out Sasha Lip Kit

Key licensing opportunities

View list of anniversaries and key releases.

Releases	Anniversaries
Super Mario World Movie 2 – Spring 2026	Aardman Animations 50th – 2026
Minions 3 – Summer 2026	Cars 20th – 2026
Spider-Man: Brand New Day – Summer 2026	London Zoo (ZSL) 200th – 2026
Supergirl: Woman of Tomorrow – Summer 2026	Monsters Inc. 25th – 2026
Toy Story 5 – Summer 2026	Pixar 40th – 2026
Avengers: Doomsday – Winter 2026	Play-Doh 70th – 2026
Paw Patrol 3 – Autumn 2026	Pokemon 30th – 2026
The Angry Birds Movie 3 – Spring 2027	Winnie the Pooh 100th* – 2026
Harry Potter TV show – 2027	Care Bears 45th – 2027
Bluey the Movie – Autumn 2027	
The Batman Part II – Autumn 2027	