



JAPAN BEAUTY  
NETWORK

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**To Respected Members of the Press,**

Thank you for your interest in the Japan Beauty Network (JBN).

We are honored to share with you the details of a visionary cultural initiative that redefines how Japanese aesthetics and intangible values can shape diplomacy, business, and the global narrative.

Should this theme resonate with your readers, we would be most grateful for your coverage or attendance.

Below, please find the full press overview.

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**TITLE**

**Japanese Beauty as a Force for Economic Transformation**

Japan Beauty Network Official Launch Event

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**LEAD PARAGRAPH**

On July 9, 2025, a quiet revolution will begin in the heart of Tokyo. At the historic Akasaka Prince Classic House, the official launch of the Japan Beauty Network (JBN) will mark a defining moment where Japan's intangible beauty begins to emerge as a new axis of global economic and cultural influence.

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## MAIN BODY

JBN is a newly established non-profit organization founded by Christine Takahashi, a Harvard-educated global strategist and cultural capital advocate. Through JBN, she proposes a bold redefinition of Japan's unique sensibilities and spiritual values as "Cultural Capital"—a national asset capable of moving beyond preservation to drive diplomacy, economic revitalization, and international collaboration.

This inaugural event will feature a special dialogue between two visionary leaders:

- Christine Takahashi, Founder of JBN, Cultural Capital Strategist, and trusted advisor to global CEOs
- Taro Sawada, former President of Daimaru Matsuzakaya and a pioneer in retail and regional cultural revitalization

Together, they will explore how beauty—not as a surface aesthetic, but as a deeply embedded cultural force—can intersect with business, economy, and identity in a way that reshapes the global narrative.

The event also offers a preview of the upcoming Cultural Capital Summit 2025, which will be held later this year. The summit aims to convene global leaders in business, government, and culture to reimagine the value of intangible assets in an age where meaning and refinement define true power.

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## EVENT OVERVIEW

- Title: Japan Beauty Network Official Launch & Special Dialogue
- Date: Wednesday, July 9, 2025
- Time: 14:00–15:30 (Doors open at 13:30)
- Media Program ends: approx. 14:45
- Venue: Akasaka Prince Classic House, Tokyo
- Organizer: Japan Beauty Network (JBN)

### Program Highlights:

- Screening of the JBN Concept Film
  - Special Dialogue: Christine Takahashi × Taro Sawada
  - Welcome Address by Christine Takahashi
  - First Society Recognition Ceremony
  - Announcement of Cultural Capital Summit 2025 Vision
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## **ABOUT CHRISTINE TAKAHASHI**

*Cultural Capital Strategist | Global CEO Advisor | Founder, Japan Beauty Network*

Christine Takahashi is a global business executive and strategic advisor with over two decades of experience leading cross-border initiatives across the U.S., Europe, and Asia. As CEO of Worldwide City Group (WCG), she has advised multinational corporations, public institutions, and luxury brands on global growth strategies, M&A, executive governance, and cultural transformation.

A Harvard Business School AMP alumna and MBA holder, Takahashi was recognized in 2025 with the "Top M&A Service Company" award by Business Management Review, following the 2024 selection of fellow Japanese leader Mai Shin. At WCG, she has led complex international projects that blend business strategy with cultural insight—earning trust from both corporate boards and government leaders.

In 2025, she launched the Japan Beauty Network (JBN), a new platform dedicated to transforming Japan's intangible assets—its aesthetics, spiritual heritage, and sensibilities—into a form of cultural capital that contributes to economic revitalization, global engagement, and national branding.

A lifelong practitioner of tea ceremony, ikebana, jewelry design, and Chinese tea culture, Takahashi offers a unique perspective that integrates traditional cultural fluency with modern executive leadership. Her vision bridges heritage and innovation, purpose and performance.

She is committed to advancing the mission of elevating Japanese beauty as a strategic economic asset—and of sharing the spirit of harmony and respect rooted in Japanese culture as a quiet force for global peace.

Website: [www.cotomiworld.com](http://www.cotomiworld.com)

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## **FOR THE MEDIA**

This is an invitation-only event. A limited number of media passes are available upon request. Interviews with Christine Takahashi and Taro Sawada will be available on the day, alongside a preview of upcoming JBN initiatives.

As interest from global media, cultural leaders, and business stakeholders grows, we recommend early inquiries to secure access. We warmly welcome you to witness the beginning of a movement that seeks to redefine power through beauty, grace, and cultural depth.

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## **CONTACT**

- Organizer: Japan Beauty Network (JBN)
- Chairperson: Christine Takahashi
- Website: [www.japanbeautynetwork.org](http://www.japanbeautynetwork.org)
- Email: [info@jbnworld.org](mailto:info@jbnworld.org) (Attn: Kotomori / Fuyama)
- Tel: +81-50-7125-8685