

SHISEIDO marks 150th anniversary in Hainan



A collaboration with China Duty Free Group, the online-to-offline activation brought to life SHISEIDO's "From life comes beauty." global campaign at Sanya International Duty Free Shopping Complex

Shiseido Travel Retail continued its year of festivities with global prestige brand SHISEIDO's 150th Anniversary campaign in Hainan – a month-long celebration of SHISEIDO's pursuit of the essence of beauty since 1872. A collaboration with China Duty Free Group (CDFG), the online-to-offline (O2O) activation brought to life SHISEIDO's "From life comes beauty." global campaign at Sanya International Duty Free Shopping Complex. The campaign featured various digital beauty experiences and limited-edition anniversary products throughout November. Plus, the animation was supported by an integrated marketing strategy that engaged Chinese travelers across online and offline channels throughout their travel journeys.

"Since its founding 150 years ago, SHISEIDO has been uncovering the connection between life and beauty, developing cutting-edge products based on its unique Life Science¹ research. Today, we are proud to celebrate SHISEIDO's enduring spirit and share the beauty innovations from its storied history with our consumers during this landmark anniversary year. We are also excited to further engage with traveling consumers through the brand's first WeChat mini program in exclusive partnership with China Duty Free Group. We thank CDFG for their support in delivering this milestone activation and bringing the best of SHISEIDO to travelers in Hainan," says Evelyne Ly-Wainer, Vice President Travel Retail Asia Pacific at Shiseido Travel Retail.

"In line with our commitment of delivering best-in-class retail shopping experiences to Chinese

consumers, we were delighted to host SHISEIDO's 150th Anniversary animation in exclusive collaboration with Shiseido Travel Retail in their special year. SHISEIDO has built a strong reputation for its high-quality products backed by advanced R&D, and it was a great opportunity to spotlight some of these icons to our shoppers, who are seeking increased choice, innovation and digital engagement in skincare. We congratulate SHISEIDO on reaching its historic 150th year, and we look forward to working together to further inspire travelers with the beauty innovations of tomorrow," adds Grace Wang, General Manager of Perfume & Cosmetics, Central Merchandising Division at China Duty Free Group.



The 150th anniversary paid homage to two of the brand's icons: Eudermine Revitalizing Essence and ULTIMUNE Power Infusing Concentrate III

SHISEIDO 150th anniversary animation

According to the team, the 150th anniversary animation paid homage to two of the brand's icons: Eudermine Revitalizing Essence, SHISEIDO's first-ever cosmetic product launched in 1897 that continues to evolve until today; and ULTIMUNE Power Infusing Concentrate III, inheriting history as SHISEIDO's bestselling serum, now with upgraded technology.

Dressed in the red that is synonymous with the brand, white lighting and metallic accents, the bright and open space invited travelers to experience SHISEIDO's heritage and innovation, represented by Eudermine and Ultimune respectively.

Besides the 150th anniversary collection, travelers could also explore the bestselling Vital Perfection line and a range of travel exclusives – including the CDF-exclusive ULTIMUNE Defense Strengthening & Firming Set – at the Product Discovery Bars and dedicated wall displays.



Launched in August 2022, the mini program will be hosted in exclusive partnership with CDF for two years

O2O experience and WeChat mini program

To create a seamless O2O experience for consumers, SHISEIDO has partnered CDFG to launch its first WeChat mini program, offering one-stop access to the latest brand campaigns, products and KOL recommendations. Users also have the opportunity to purchase products directly via CDF e-commerce within the mini program, driving further engagement and conversion. To mark the anniversary, an immersive digital game has been designed to enable users to learn more about the SHISEIDO skin beauty regimen by cultivating a camellia flower.



Thee CDF-exclusive set features: SHISEIDO ULTIMUNE Power Infusing Concentrate 100ml, SHISEIDO Vital Perfection White Revitalizing Softener Enriched 150ml and SHISEIDO Vital Perfection White Revitalizing Emulsion Enriched 100ml