

Shiseido TR celebrates Lunar New Year with portfolio of beauty brands



Celebrating the Lunar New Year, the SHISEIDO Blooming New Year collection features its Power Infusing Concentrate (100-ml) and Vital Perfecting Uplifting & Firming Cream (50-ml) and is now available in Travel Retail Asia Pacific, Japan and the Americas

Shiseido Travel Retail celebrates the Lunar New Year with bestsellers from its portfolio of beauty brands: SHISEIDO, Clé de Peau Beauté, ELIXIR, ANESSA, NARS, each dressed in limited-edition red and gold packaging to reflect the symbolism and traditions of the festive seasons. The assortment features a wide range of top products including serums, moisturizers, setting powders, lipsticks and eyeshadows and is now available in selected regions in travel retail.

“The arrival of the Spring Festival signifies new beginnings and possibilities, and we have carefully curated and reimagined our bestsellers to reflect this aspiration of a fresh start. In these uniquely difficult times, we hope the range will inspire joy in our consumers as they usher in the Year of the Ox with renewed strength, resilience and positivity for a better year ahead,” says Elisabeth Jougelet, Vice President of Marketing & Innovation, Shiseido Travel Retail.

SHISEIDO: Blooming New Year

SHISEIDO has redesigned two of its bestsellers to reflect new beginnings of the new year. Inspired by the art of calligraphy, the prestige beauty brand encourages consumers to express a more powerful and salient self with imagery of blooming flowers and brush strokes on the festive packaging – a visual representation of turning goals into action.

The limited-edition collection includes SHISEIDO Ultimune Power Infusing Concentrate (100-ml) and SHISEIDO Vital Perfection Uplifting and Firming Cream (50-ml).

Shiseido Travel Retail is supporting the launch with a 360° digital campaign to drive awareness and traffic to China Duty Free Group’s (CDFG) online store and counters on Hainan Island. Along with using targeted programmatic ads and amplification on CDFG’s website, social media and e-commerce platforms, the campaign is engaging with Chinese consumers through gamification on WeChat. “Discover Your Fortune With SHISEIDO” invites users to “strike” open destination-themed fortune cookies to reveal a lucky animal or symbol and a blessing for the new year. Users can invite their friends to play the game and compete on a weekly leaderboard for a chance to win SHISEIDO gifts and prizes.

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Designed to represent six travel destinations, each fortune cookie opens to reveal a lucky animal or symbol representing its respective location and a blessing for the new year

ELIXIR has launched its Superieur Lifting Moisture Lotion II and Emulsion II in a limited-edition, bestselling, anti-aging moisturizer duo set. They are presented in jumbo-sized bottles displaying flower motifs and the zodiac animal of the new year, the Ox.

The set is now available in Travel Retail Asia Pacific and Japan.

ANESSA: Shining New Year

ANESSA has unveiled its travel retail exclusive Perfect UV Sunscreen Skincare Milk (90-ml) duo set,

which has been repackaged into a limited-edition Lunar New Year design.

The set is now available in Travel Retail Asia Pacific and Japan.

NARS: New Year, In Bloom

NARS has released a limited-edition collection that is blooming with color. Embellished with a delicate floral design with rich red packaging, the collection includes Light Reflecting Setting Powder, Lipsticks, Quad Eyeshadow in Bayadère and Deep Sunrise.

The set is now available in Travel Retail Asia Pacific.

*Only the Bayadère shade of NARS' Quad Eyeshadow is available in China Travel Retail Hainan stores; while the Deep Sunrise shade is unavailable in China Retail Travel Retail Hainan stores, but sold in the rest of Travel Retail Asia Pacific

Laura Mercier: Lunar New Year 2021

Dressed in red and gold, Laura Mercier has launched a range that includes Translucent Loose Setting Powder with Puff, Rouge Essential Silky Crème Lipstick in new shade, Lucky Rouge, and a Flawless Lumière Radiance-Perfecting Cushion.

The set is now available in Travel Retail Asia Pacific and the Americas.

*Assortment availability may differ across regions