

SHISEIDO TR spreads joy & beauty with holiday collection



Drawing inspiration from each magical moment of the holiday season, SHISEIDO's rich heritage takes center stage through the re-interpretation of Japanese traditions by contemporary artist Noritaka Tatehana

SHISEIDO Travel Retail is ringing in this festive season with the launch of its annual holiday collection from its portfolio of beauty brands: SHISEIDO, Clé de Peau Beauté, NARS and Laura Mercier. Ranging from skincare to makeup products, these new collections are set to inspire consumers to spread love, joy and cheer during the holiday period by celebrating elegance, strength and self-expression.

Each collection features the beauty brands' hero products dressed in limited-edition festive

packaging, each with a unique story to tell and is now available in selected regions in travel retail.

“This year has been an exceptional one and it is more important than ever to cherish the precious moments we have with our family and friends. This holiday season, SHISEIDO Travel Retail would like to play a part in sharing happiness in our consumers’ reunions with their loved ones around the world. Drawing inspiration from each brand’s unique story, we have created captivating packaging designs for our iconic products to inspire moments of joy through gifts and memorabilia and we hope that these collections will add some sparkle during this most intimate time of the year,” comments Elisabeth Jouguelet, Vice President of Marketing & Innovation, SHISEIDO Travel Retail.

The Shiseido Travel Retail Holiday Collection 2020 consists of the following:

SHISEIDO - The Moment Holiday 2020 Collection

Drawing inspiration from each magical moment, SHISEIDO’s rich heritage takes center stage through the re-interpretation of Japanese traditions by contemporary artist Noritaka Tatehana. This brand’s iconic Ultimune Power Infusing Concentrate has been re-packaged into a limited-edition design and comes in a travel retail exclusive 100-ml size.

Available now in Travel Retail Asia Pacific and Americas.



Helping to strengthen skin against visible signs of aging, this best-seller features the design of karakusa, which means “perpetual beauty” and represents longevity and prosperity

Clé de Peau Beauté – Enchanted Lake Collection

Clé de Peau Beauté invites travelers to unlock the wonder of a new classic tale this festive season with its limited-edition Enchanted Lake Collection. Inspired by the radiance and beauty of Swan Lake and designed by illustrator Daria Petrelli, this offering features elegant packaging that transports consumers to the Enchanted Lake, which is the mysterious home of magical swans.

Available now in Travel Retail Asia Pacific, Japan and Americas (assortment availability might differ across regions).



This limited-edition collection features the following products: Serum, Lipstick Mini Set, Luminizing

Face Enhancer, Lipstick Cashmere & Lipstick, Eye Color Quad, La Crème and Lip Glorifier



With each piece framed in resplendent gold feathers, the Luminizing Face Enhancer takes age and elegance to the next level

NARS - Holiday 2020 Collection

Showcasing coveted new sets and cult-favorite essentials, this limited-edition holiday offering emphasizes self-expression. Glided in glitz and gold, NARS Holiday 2020 Collection consists of products ranging from lipsticks to blushes.

Available now in Travel Retail Asia Pacific.



This exclusive collection features the following products: VIP Audacious Lipstick, Mini Orgasm Lip & Highlighter Duo, Mini Lipstick Duo, Soft Lust Mini Lip & Blush Duo



Housed in ornamental packaging, the Mini Lipstick Duo contains a pair of lipsticks in Banned Red (satin, mulled wine) and Inappropriate Red (matte poppy)

Laura Mercier - Ballet à Paris Collection

Inspired by the aspirational elegance of the ballet and the brand's feminine roots, this limited-edition collection features packaging and colors that pay tribute to the beauty, grace and strength of ballerinas at the French Ballet Theatre in Paris – a city at the heart of Laura Mercier.

Available now in Travel Retail Asia Pacific.



Inspired by the art of ballet, this holiday collection includes the Set to Perfect, Grand Overture Mini Caviar Stick Quartet and the Opening Night Cheek Palette



Featuring Laura Mercier's iconic, award-winning Translucent Loose Setting Powder and a signature Velour Puff, the Set to Perfect delivers a smooth, sheer matte finish that sets the stage for flawless 16-hour performance