

Shiseido Travel Retail celebrates Lunar New Year with new collection



Shiseido Travel Retail is presenting a range of limited editions in celebration of the Lunar New Year. These SHISEIDO, Clé de Peau Beauté and NARS offerings stand out in vibrant red and gold packaging, with designs that symbolize strength, regrowth and new beginnings to usher in the Year of the Tiger.

SHISEIDO and award-winning Chinese designer Angel Chen collaborated on an exclusive design that juxtaposes the strength of the tiger with the beauty of SHISEIDO's camellia flower, inspiring and embodying the spirit of the brave, strong, confident and beautiful modern woman.



Clé de Peau Beauté's gorgeous envisioning of the Lunar New Year was created through a collaboration with French illustration partners Marie Pommeupuy and Sébastien Cosset (known by their joint pen name Kerascoët). With various hues of red, the design offers both depth and luminosity, with gold light and flowers radiating from the brand logo to signify the regrowth celebrated by the Spring Festival.



NARS brings luxury to the New Year in festive red and gold metallic packaging, lighting the way to good health and wealth this festive season.