

Shiseido Travel Retail inspires travelers with florals and glamor this holiday season



Shiseido teamed up with a Japanese millennial artist to create its ModernMatte Powder Lipstick Holiday Mini Lip Bouquet

To celebrate this festive season, Shiseido Travel Retail has released new limited-edition ranges from its four prestige beauty brands: Shiseido, Clé de Peau Beauté, NARS and Laura Mercier. Designed in partnership with leading Japanese and global artists, the holiday collections are now available in selected regions in travel retail and are set to draw passengers around the world during the key gifting and travel period with the traditional customs of Japan and the modern, international cosmopolitan lifestyle.

Philippe Lesné, President & CEO, Shiseido Travel Retail, comments: “The holiday season has always been special to us here at Shiseido Travel Retail, so to give 2019 an extra sparkle for our supportive retailer partners and loyal consumers, we have collaborated with talented and passionate artists to share our unique brand stories through exceptional and elegant design. Our line-up this year taps into the growing trend for a pop of colour, particularly in our core Asian market, and we are confident that these collections will inspire travelers who are seeking out gifts and limited-edition make-up sets this festive season.”

As noted by the press release, the Shiseido Travel Retail 2019 holiday collection includes:

SHISEIDO Beauty Blossoms; Available in Travel Retail Worldwide

In partnership with Hideki Inaba, Japanese millennial artist, to create striking visuals centered on

hyakka-ryouran or “a riot of flowers”

Featured products:

- *Ultimune Power Infusing Concentrate*
- *ModernMatte Power Lipstick Holiday Mini Lip Bouquet*
- *Radiant Multi Repair Oil*
- *Refining Pressed Powder*
- *Eye Color Quad*
- *Lipstick in Silk Passion and Lipstick Cashmere in Red Passion*

Clé de Peau Beauté Collection Rêve de Kimono; Available in Travel Retail Worldwide

In collaboration with two Japanese artists, to create a limited-edition collection inspired by the *kimono* or traditional Japanese dress

Featured products:

NARS Studio 54 Collection; Available in Travel Retail Asia Pacific (APAC) and Europe, Middle East & Africa (EMEA)

Inspired by the glamor and sparkle of the famed Studio 54 nightclub

Featured products:

- *Studio 54 Audacious Lipstick in four shades:*
 - *Mona, Carmen, Barbara and Jane*
- *Star Scene Cheek Palette*
- *Inferno Eyeshadow Palette*
- *Softcore Mini Blush and Balm Set in three shades*
 - *Orgasm, Dolce Vita and Torrid*

Laura Mercier Paint the Town Gold Holiday Collection; Available in Travel Retail APAC

Brooklyn-based artist, Kelly Beeman, brings her iconic, post-expressionist style to Laura Mercier’s eyeshadow and highlighter palettes as part of its 2019 offering

Featured products:

- *Gilded Artistry Eyeshadow Palette*
- *Paint with Light Face Illuminator Trios – Radiant*
- *Eyes of Gold – Mini Caviar Stick Collection*
- *Lip Artiste – Coral Lip Duvet*
- *Les Essentials Collection*
- *Cheek Canvas Delicate Cheek Palette*
- *Make it Glow Translucent Loose Setting Powder – Glow with Brush*