

Shiseido Travel Retail leads global launch of ISSEY MIYAKE Le Sel D'Issey



ISSEY MIYAKE's Le Sel D'Issey features in Milan Silvio Berlusconi Airport

Shiseido Travel Retail has introduced Le Sel D'Issey, a new masculine pillar for prestige fragrance brand, ISSEY MIYAKE.

Debuted as an Avant-Première across Travel Retail West in July, the launch of ISSEY MIYAKE Le Sel D'Issey created exclusive value for travelers during the peak summer season ahead of a global launch in August. Crafted with sustainable values at its core, Le Sel D'Issey reinforces Shiseido's commitment to engaging with diverse travelers, inspiring male beauty fans, younger travelers, and today's environmentally conscious shoppers to rediscover beauty in travel.

A high-impact animation campaign across Travel Retail Europe and the Americas accompanies the launch, with key locations including USA, Mexico, UK, Italy, Spain, Finland, Germany, Austria, Belgium and the Netherlands.



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Vincent Baland, Vice President, Travel Retail West, Shiseido Travel Retail, said, "The Avant-Première of ISSEY MIYAKE Le Sel D'Issey is a fantastic opportunity in Travel Retail West to build on the success of our prestige fragrance portfolio. Over the summer, our goal was to inspire travelers by meeting their evolving needs for sustainable beauty innovations while traveling.

"Looking ahead, our fragrance brands are key to diversifying the Shiseido business and engaging with an even greater variety of traveler profiles. This is key to creating sustainable growth in travel retail for the long-term. I would like to thank our global retail partners for their ongoing support and collaboration during the launch."

A Sustainable Innovation for the Eco-Conscious Traveler

The launch supports Shiseido's aim to create a new culture of beauty by developing beauty innovations that meet the evolving needs of today's travelers. Le Sel D'Issey is well-placed to appeal to Gen Z shoppers that increasingly seek out sustainable, diverse and inclusive beauty products.

The new fragrance is housed in a bottle made with 20% recycled glass, and the outer packaging is crafted from 10% upcycled seaweed and is FSC certified. In addition, the formula itself is certified vegan and is composed of 95% natural origin ingredients, including natural ginger, sand vetiver, cedarwood, seaweed and oakmoss.

A 360-Degree Campaign inspired by Cymatics

The launch of Le Sel D'Issey is supported by a comprehensive, 360-degree campaign inspired by cymatics - the study of making sound visible - to engage travelers during the high-traffic summer season.

Combining digital engagement with a multi-sensorial experience, travelers can explore the fragrance through interactive activities with a digital app enhancing the offline experience. From August 26 ISSEY MIYAKE is broadening brand awareness and recruiting younger travelers into the prestige fragrance category through Le Sel D'Issey animations at 135 locations in Travel Retail Europe and the Americas.



ISSEY MIYAKE's Le Sel D'Issey is highlighted as an airport exclusive

Landmark marketing activations will be unveiled in Vienna, Barcelona and Milan, supported by retailer collaboration and amplification through partner e-commerce, social media, and paid media

touchpoints.

The launch campaign was anchored by a hero animation experience at London Gatwick Airport in July, where the fragrance was prominently showcased in a central podium, decorated in shades of black, grey, and white to reflect the aesthetics of the Le Sel D'Issey bottle. Early traveler engagement and interaction at London Gatwick has been promising with Le Sel D'Issey 100ml ranking amongst the bestselling fragrances at Gatwick South during the month of July.

This sets a new milestone for the global rollout of Le Sel D'Issey across Travel Retail Europe, Americas, and later Asia, laying the foundation for sustainable growth.

Building on a Legacy of Innovation

Launched 30 years after the release of the iconic L'Eau d'Issey Pour Homme, Le Sel D'Issey draws inspiration from the essential element of salt. Crafted by perfumer Quentin Bisch and housed in a bottle designed by renowned Japanese artist Tokujin Yoshioka, this fragrance reconnects men to their senses and nature. Available in 100ml and 50ml sizes, and featuring a refillable design, it introduces a vibrant salt accord enhanced by intense woody notes, appealing to urban, active, and committed men aged 25-39 who are drawn to innovation and challenges.