

# THE GINZA makes Hainan debut with China Duty Free Group



Philippe Lesné, President & CEO, Shiseido Travel Retail

Shiseido Travel Retail has unveiled THE GINZA's first boutique in Hainan, bringing the Japanese skincare brand's minimalist, tailormade solutions to Sanya International Duty Free Shopping Complex, in exclusive collaboration with China Duty Free Group (CDFG).

Under the banner of "Your Skin's Haute Couture," the boutique embodies THE GINZA's "Timeless Beauty" philosophy and high fashion aesthetic, and aims to provide travelers with a sanctuary to explore the skincare. The milestone opening was marked by a key launch event and a 360° marketing campaign across owned and CDF channels - including KOL engagement, livestreaming and programmatic advertising - to drive awareness and traffic.

Philippe Lesné, President & CEO, Shiseido Travel Retail, said, "Building on THE GINZA's successful launch in travel retail with China Duty Free Group, this momentous opening of the brand's inaugural boutique in Hainan is well-placed to fulfil the growing demand for prestige skincare from Chinese women traveling to the island. THE GINZA is a celebration of Shiseido's birthplace in Ginza, Tokyo, and the introduction of this jewel in the crown of Japanese Beauty is timely as we mark Shiseido's 150th anniversary this year. We share our gratitude with the team at CDFG for their ongoing support

of our commitment to bring the finest in skin beauty to travelers in Hainan."

Grace Wang, General Manager of Perfume & Cosmetics, Central Merchandising Division, China Duty Free Group, said, "We are thrilled to strengthen our partnership with Shiseido Travel Retail as we unveil the first-ever THE GINZA boutique in Hainan. The boutique provides a new and innovative expression of luxury skincare for our shoppers to discover, and the launch event welcomed guests on an exclusive haute couture skincare journey that truly brought the essence of THE GINZA to life. We look forward to collaborating further with Shiseido to take THE GINZA to new heights."

THE GINZA was launched in 1975 as a fashion boutique in Ginza, Tokyo and began offering high-performing skincare products in 2002. Its tailormade approach focuses on skin's innate physiological functions to realize glowing, healthy skin – the ultimate expression of beauty. The brand's proprietary Perceptive Complex EX deftly senses the skin's condition and delivers the nutrients it needs at every moment, maintaining its stability and resilience throughout the day. This exclusive complex formula allows THE GINZA to adapt to all skin types, regardless of age, gender and skin concerns – like an haute couture garment made specifically for each individual. THE GINZA believes your bare skin is your personal haute couture and the best material to express your individuality with.

The 54-square-meter boutique brings THE GINZA's minimalist simplicity and the refined spirit of Japanese craftsmanship to life through a modern aesthetic inspired by the cityscape of Ginza. It will feature a range of THE GINZA's bestselling products, backed by 20 years of research and combining advanced technology with high-quality ingredients. These include the star product, THE GINZA Hybrid Gel Oil, and travel-exclusive assortments such as THE GINZA Best Collection and CDF Luxe Routine Care Set.

### **THE GINZA Opening Celebration: Haute Couture Skincare Journey**



Sense of Joy - Ayanga joins key representatives from CDFG to officially open the boutique

On 8 July, THE GINZA hosted [a grand opening event](#) featuring Chinese famous musical theater actor and singer, Ayanga 阿云嘎, and a variety of sensorial experiences that inspired travelers online and offline with THE GINZA's haute couture aesthetic.