

Shiseido returns to China International Consumer Products Expo



Shiseido has unveiled a corporate visual to celebrate its 150th anniversary this year

Building on the success of last year's inaugural event, Shiseido is strengthening its commitment to China and Hainan, where the company is experiencing dynamic growth through its travel retail business.

This year, Shiseido will present new brands, products and technologies to key Chinese trade and consumer audiences. The Shiseido booth (*stand number: 5-18*) will showcase novelties from 19 brands (*Shiseido, Clé de Peau Beauté, IPSA, Drunk Elephant and NARS*) across the company's portfolio.

In addition, a hybrid skincare brand designed to support Asian 'Gen Z' men's distinct lifestyles will be unveiled for the first time globally. Prestige fragrance and makeup brand Serge Lutens will also make its debut appearance at the CICPE.

Shiseido's participation marks another milestone as the company celebrates its 150th anniversary in 2022.

In line with its mission "Beauty Innovations For A Better World", Shiseido has unveiled an anniversary corporate visual, which the company says envisions the the future of beauty, with virtual counseling services and package-free skincare products being delivered in space.

Shiseido, which is striving to become the world's No. 1 Skin Beauty company by 2030, will continue to pursue growth in Hainan through strategic cross-border collaboration between its China and travel retail businesses.

Kentaro Fujiwara, CEO, Shiseido China, commented: “Hainan is an important window for China to open up to the world and promote dual circulation and global trade.

“With Hainan’s unique advantages, the CICPE provides a high-quality platform to connect the domestic and overseas markets, and share development opportunities.

“It underlines the huge potential of the Chinese market and demonstrates China’s determination to advance high-level opening-up. Through the CICPE, we hope to showcase Shiseido’s top-quality products, services and latest research & development results to consumers.”

The company is also hoping to meet like-minded partners at the event, build long-term business partnerships and continuously create innovations that 'make the world a better place.'”

Philippe Lesné, Shiseido Travel Retail CEO, added: “The opening-up of Hainan through the CICPE brings exciting new opportunities to further develop Shiseido’s offshore duty free business.

“It is a vital gateway to amplify the reach of Shiseido’s brands to travelling Chinese consumers, providing them with new ways of experiencing our diverse portfolio.

“With the recovery in Chinese consumer confidence and increasing dynamism in Hainan’s travel retail landscape, growth prospects are strong. We aim to accelerate this momentum by driving skin beauty, enhancing cross-border collaboration, and fostering deeper retailer partnerships.

“We hope our partners and consumers will be inspired by Shiseido’s vision for the future of beauty as we look ahead in our 150th year.”