

Shiseido Travel Retail hails success of All of Me by Narciso Rodriguez



All of Me by Narciso Rodriguez features at Dubai International Airport

Shiseido Travel Retail is celebrating the success of Narciso Rodriguez's All of Me, positioning it as "the standout fragrance launch of 2023" and a strong driver of Shiseido's robust recovery in the EMEA and Americas travel retail markets.

Following the trend of consumers looking to capture individuality with unexpected fragrance combinations, Shiseido Travel Retail said All of Me's success has propelled the Narciso Rodriguez brand "well above its 2019 and 2022 performance, laying a solid foundation for sustained long-term growth in the region".

Vincent Baland, Vice President, Travel Retail West, Shiseido Travel Retail, said, "All of Me has affirmed its status as a top-selling fragrance for Narciso Rodriguez in travel retail with support from our partners and retailers. We believe it has great potential for further growth globally as a new pillar alongside the iconic for her and Narciso franchises. The encouraging sales underline that all of me has resonated with our travelers with its values focused on individuality and self-expression, coupled with our unique Japanese hospitality and service."

Revealed in August 2023, All of Me enjoyed an exclusive launch at Dubai International Airport August 1-15, securing its place as the No.4 selling fragrance. This success was followed by a high-impact animation strategy comprising more than 100 activations across 28 key airport locations between August and December. Rooted in creating unique value for travelers through retailtainment, the animations created an O2O journey that featured 'instant win' gamification, personalized engraving, and digital media buy. The campaign was also complemented by a TikTok campaign across EMEA, appealing to young travelers.



All of Me pops up at Copenhagen Airport (left) and claims attention at Qatar International Airport

In October, Narciso Rodriguez delivered a 360 campaign in Spain's Málaga Airport, featuring an animation on the central podium and an immersive screen takeover. This strategy was fortified by digital domination, with content disseminated across various channels.

According to Shiseido Travel Retail, the campaign achieved remarkable success, resonating with 1.7 million travelers, and drawing over 12,000 visitors to the dedicated campaign page. Similarly, in Copenhagen Airport the 'Experience Space' in October showcased All of Me in a multi-sensory activation, celebrating the brand's commitment to water, the environment, and local communities. Narciso Rodriguez also showcased the fragrance's floral profile to guests through a bespoke cocktail serve.

Culminating in December, travelers at Ezeiza International Airport were greeted with a large customized Narciso Rodriguez Christmas tree, together with an all of me discovery experience at various landside check points and animations in the Departures and Arrival duty free stores. The takeover was also supported by OOH media campaigns.

Since its launch, over 1,000 beauty consultants have been trained to recreate the essence of All of Me for travelers, embodying Shiseido Group's rich history with the Japanese concept of Omotenashi - a connection in which trust, hospitality, and respect are interwoven through service.

"A Floral Fragrance Like No Other"

Fashioned from the expertise of Narciso Rodriguez alongside perfumers Dora Baghriche and Daphné Bugey, All of Me by Narciso Rodriguez is said to mark a bold new chapter for the House. The fragrance is described as "a celebration of individuality and self-expression, empowering free-spirited women to explore their own truth and confidently embrace their uniqueness".

Crafted from responsibly sourced ingredients, All of Me includes 88% natural origin ingredients. The vegan, eco-designed fragrance also offers a refill option - the first of its kind from the brand.