

Shiseido goes 3D in Hainan, Sanya



Shiseido debuts its 3D video animation in Hainan welcoming the Year of the Tiger

Shiseido Travel Retail welcomes the Year of the Tiger with an impactful, 3D video animation for SHISEIDO brand at the entrance of Hainan Tourism Duty Free Shopping Complex, Sanya. A first for the Shiseido Company, the pioneering 3D initiative underpins the partnership with Lagardère Travel Retail and Hainan Tourism Investment Duty Free as Shiseido continues to celebrate its 150th anniversary this year.

Taking center stage on the mall's jumbo 842-square meter outdoor LED screen, the campaign immerses shoppers in the world of SHISEIDO with ultra-realistic 3D visuals highlighting the limited-edition Lunar New Year ULTIMUNE Power Infusing Concentrate.

Bringing to life the festive bottle design by award-winning Chinese designer Angel Chen, the engaging 3D animation features the 2022 zodiac animal - the Tiger, symbolizing strength and courage - and SHISEIDO's iconic camellia flower to embody the spirit of the brave and beautiful modern woman. SHISEIDO believes that all women have the power to awaken their hidden strength and come alive with beauty to become stronger and more confident in the Year of the Tiger - aligning with ULTIMUNE's "POWER IS YOU" tagline that seeks to inspire people to use their power as a beautiful force in the world.

Running throughout February, the dynamic promotion is driving brand visibility during the key Lunar New Year travel and gifting period, adding a new dimension to Shiseido Travel Retail's commitment to consumer engagement through immersive digital experiences and storytelling.

