



Miss Shiseido Training Voice training time 1934



Scene of the 7th generation employment examination 1955

Origin of
Beauty of

Miss Shiseidos – Stars Who Lead Women’s Beauty Madoka Yamazaki

“Women from respectable families wanted.” This recruitment article was posted in major newspapers in 1933. I wonder what kind of women saw the article and decided to apply to become “Miss Shiseido”, who were Shiseido’s new advertisement activity staff. Back then, there must have been many “modern girls” with new types of jobs, walking with a brisk stride through the town of Ginza, where Shiseido’s HQ was. Typists, bus conductors, telephone operators, and department store mannequin girls...

Mannequins in the latest fashion who stood in department store show windows and on display tables and introduced the products that they were wearing as well as events were attracting people’s attention as a very dramatic and modern job at this time. Mannequins even created stars like Reiko Komai. The short story “Temptation by Mannequins” by Saburo Okada, which was released in 1930, was about a young woman, who learned that a friend from her girls’ school had become a mannequin girl, deciding to leave a conservative home in an attempt to become one.

“Women from respectable families” who decided to take on a challenge of this new job must have been high-spirited young women like the main character in “Temptation by Mannequins”. Reiko Komai, who was the original manne-

quin girl, was scouted by Shiseido as a fixed-term employee in order to employ and train “Miss Shiseido”, who were going to be the company’s first campaign girls. However, Miss Komai had said “You are different from mannequin girls. Have pride.” to the 9 women, who had been selected after interviews, written tests, and recitations when she was training “Miss Shiseido”.

In fact, the contents of Miss Shiseido’s training clearly tell us that she was trying to train first-class women, who would be appropriate to represent Shiseido, rather than mere campaign girls. They didn’t just learn makeup techniques. They learned not only beautiful face techniques, physiology, and dermatology which would be the foundation of makeup and skincare techniques, but also customer service manners, sales talks, personal appearance and etiquette. Furthermore, they are even said to have been exposed to art through looking at art and seeing plays in order to further refine their sensitivities. The uniforms and bags were custom-made items that were made by high-end stores. Before promoting activities as “Miss Shiseido”, they were also given their own names with the title of “Miss”, such as “Miss Chiaki” and “Miss Sakae”, etc. like stage names in Takarazuka (Japanese all-female musical theater troupe).

“Miss Shiseido”, who were trained with care like this and visited throughout Japan for advertisement activities in matching uniforms, were original “stars” created by a cosmetics company. Stars shine at night and lead people to the correct destination as guides. However, “Miss Shiseido” didn’t stay up

MISS SHISEIDO



Inaugural Miss Shiseidos wearing custom-made coats (From left: Sakae, Rumi, Chiaki, Rira, Mayumi, Sanae, Miharu) 1934



"Shiseido Graph" Volume 14 Inner cover 1934



"Shiseido Graph" Volume 8 Inner cover 1934



"Miss Shiseido's beauty travel salons in autumn" information

Origin of Beauty of



"Beauty exercise by Shiseido" 1958

MISS SHISEIDO



"Shiseido Theater of Modern Beauty" Scene 5 "Her magic" 1934



"Shiseido Theater of Modern Beauty" Scene 1 "Skin is Always Young" 1934

high in the sky but came down to women who needed actual advice. "Miss Shiseido" played a somewhat mysterious sketch called "Theater of Modern Beauty" in halls and department stores. This play was about "Miss Shiseido" acting as sisters who lived in a Westernized house in a suburb, teaching about new cosmetics and makeup techniques through cosmetics-related Q's and A's. Women who came to see the play learned about makeup techniques suitable for each situation in daily lives through this play. "Miss Shiseido" had changed into uniforms after the play and offered consultations to female customers, giving them prescriptions. Back then, it was still uncommon for women to explain about cosmetics in detail to female customers. They were beautiful, but they were not hard to approach. I wonder how people saw "Miss Shiseido", who offered consultations with sincerity and helped women look for their own beauty. "Miss Shiseido" must have been the center of women's admirations in a slightly different manner than celebrities, such as actresses and singers. Such admirations grew the future generation of "Miss Shiseido", who wished to become like these women.

"Jobs that women dreamed about were either stewardess or Miss Shiseido", says Ms. Noriko Shibue, who was a 9th generation "Miss Shiseido" that temporarily discontinued the activities during the war but restarted the activities to support women living in the post-war era. It was from the end of the 1950s to the beginning of the 1960s that Ms. Noriko Shibue was active as a Miss Shiseido. Back then, "Miss Shiseido" were often seen in street snap photos of Ginza, which were featured in magazines. "Miss

Shiseido" were the representatives of beautiful and stylish women walking in Ginza. Is it because they were the makeup experts and dressed well? I do not think that's the case.

It is not an exaggeration to say that "Miss Shiseido" learned everything a woman should learn through the training, such as how their own health condition determines skin's beauty, how you are supposed to act in restaurants and high-end hotels and clubs, and how to clearly and brightly talk with positive words to communicate their ideas to others. Expert teachers trained "Miss Shiseido" in a number of various ways. And they are all said to have been told to treasure their pride. They were told to find their own beauty, love themselves, and have pride. This truly is what "Miss Shiseido" learned, and it must be what they wanted to convey to other women through their activities. What we need now are existences like "Miss Shiseido" who embody women's admirations. What we need are stars who know what is important to them and who can inspire women from somewhere close to them. These stars do not need to be celebrities. All women who have pride and are able to communicate beauty to others around them are "Miss Shiseido" of the present time.

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