

## NARCISO RODRIGUEZ FOR HER FRAGRANCE ENTERS EUROPEAN FEMININE FRAGRANCE TOP 5 IN APRIL

*Paris, June 15 2017 –*

More than just a fragrance, Narciso Rodriguez's **for her** fragrance is a modern classic that has become a timeless icon.

In little over a decade, the instant cult favorite scent has become a worldwide signature scent easily identified and remembered always.

For the first time since its creation in 2003, **for her** (including recent launch **for her Fleur Musc**) has reached the European NPD\* rank #5 for feminine european lines fragrances with 1,8% market share in April 2017 (+ 40% versus 2016).

This is a great achievement within Shiseido Group EMEA transformation plan initiated less than 1 year ago by CEO & President Louis Desazars where Narciso Rodriguez designer brand – alongside with Issey Miyake - was announced as one of the main growth driver. The brand has great ambitions and is expected to double in the next 5 years capitalizing on its two pillar lines : for her and NARCISO, with a lot of territories to be conquered.

Last June 8th in Paris, The Fragrance Foundation France honored **for her** with a special 25-year prize “best feminine fragrance” during its 2017 best of fragrance awards ceremony.

*\* Top 5 Europe panel: NPD France, NPD Spain, NPD Italy, NPD UK, IRI Germany.*

*April 2017 Ranking: Italy: #1 / Spain: #8 / Germany: #16 / France : #20 / UK: #28*

*SHISEIDO CO., LTD IN BRIEF. Founded in Japan in 1872, Shiseido was the country's first Western-style pharmacy. The company progressively evolved into a cosmetics brand that offers its customers products made from scientifically revolutionary formulas that meet the finest aesthetic criteria in Asia and the Western world. Known today as the leading cosmetics company founded in Japan, Shiseido embodies absolute excellence in the fields of skincare, makeup and fragrances. Shiseido is particularly renowned for its high-performance targeted care, including a range of brightening skincare products. The brand also sells men's lines for the face and body, as well as sun protection products. Designing ever more innovative and forward-thinking products for the past 140 years, the brands of Shiseido Group are currently available in over 120 countries and regions worldwide. For more information, please visit <http://group.shiseido.com/>*