

Shiseido EMEA Announces Appointments of Alberto NOÈ as Deputy Chief Business Officer and Luca LOMAZZI as Country General Manager of Shiseido Italy.

Paris, January 16th, 2018

Shiseido Co., Ltd. announces the appointment of Alberto NOÈ as Deputy Chief Business Officer of Shiseido EMEA (Europe, Middle East and Africa), effective January 15, 2018. Alberto NOÈ primary responsibility will be to bring leadership and guidance to Shiseido Group operations and business in the EMEA region. Member of the executive committee, he will report to Eric HENRY, Chief Business Officer and will relocate to Paris.

Along his chairmanship at Shiseido Italy since 2013, Alberto made significant achievements to turn around and grow Shiseido Italy business to be one of the top share countries in Europe. Prior to joining Shiseido Group, Alberto served as Lancôme Italy General Director and before that he held various management roles in the luxury field such as L'Oréal Group, LVMH and Chanel.

Luca LOMAZZI will succeed Alberto NOÈ as Country General Manager of Shiseido Italy, effective January 15th, 2018. With more than 18 years of expertise in beauty and luxury market, Luca has held several leadership roles in Coty, Gucci and L'Oréal. He joined Shiseido Group in 2014 and brought great achievements in terms of results for Shiseido Ginza Tokyo and Serge Lutens brands in the Prestige Division of Shiseido Group Italy.