



SHISEIDO JAPANESE BEAUTY STATION

A Japanese beauty wonderland.

November 22nd – December 2nd, 2018



On the occasion of the “Japonismes” culture festival in Paris, Shiseido shares its innovative 140-year story in a private space that celebrates Japanese Beauty and Culture.

This pop-up capsule deep dives the visitor into Modern Japan mixing tradition, trends and art stimulating the five sense within a highly immersive space.

- **Culture Station:** A tribute to 80 years of Hanatsubaki Magazine. A fashion and culture reference, Hanatsubaki has always highlighted avant-garde culture through its Japanese filter of striking graphics and photo shootings. Discover the retrospective of a legendary editorial universe admired worldwide.
- **Food Station:** As a symbol of refinement and creativity, Japanese Cuisine will be staged in a dedicated space gathering Paris's top ambassadors such as Tomo- the Doriyakai master- and Jugetsudo - the Japanese Tea house featuring exclusive creations.
- **Beauty Station:** To celebrate the uniqueness of the Japanese Beauty Routine, Shiseido selects some of its iconic and newest skincare and makeup products, including looks created by Shiseido Makeup Ambassador, Gregoris.
- **Experience Station:** Encounters, workshops, and encounters to explore Japanese Beauty and Culture. Upon registration.

SHISEIDO JAPANESE BEAUTY STATION – 18 rue de Turenne – 75004 Paris – Opened Monday to Sunday from 11am to 8pm. Registrations for workshops on www.shiseido.com from November 5th.

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