

Shiseido Announces Fragrance Licensing Agreement with Zadig & Voltaire

(June 23, 2014 - Tokyo) Shiseido Co., Ltd. announces the signing of a licensing agreement for the creation, production, and global distribution of perfumes under the Zadig & Voltaire brand name for the next 15 years. The agreement will be managed by Shiseido's wholly owned subsidiary Beauté Prestige International (BPI), expanding the company's fragrance portfolio to six brands and adding a strategic brand to the overall global lineup.

Zadig & Voltaire is representative of the "new wave of French fashion" and has established a redefined look of luxury within the segment by bringing together a dedicated following behind the brand's rock and roll image.

Since its foundation, BPI has created bespoke, exceptional fragrances for major designers and their namesake brands while respecting and expressing their specific universes. Beyond fragrances, BPI has created brands of perfume whose success has settled and lasted over time across the fashion world.

Zadig and Voltaire and BPI have now decided to bring their talents together to develop the Zadig & Voltaire Perfumes, with a shared level of creative vision and ambition for the new brand.

Rémy Gomez, President of Beauté Prestige International said, "BPI's know-how can also express itself with brands with a strong personality which are hallmarks of their time and set a fundamental trend. Zadig & Voltaire is such a brand, with a strong evocative power and a tremendous potential of expression in perfumes."

BEAUTE PRESTIGE INTERNATIONAL was founded in October 1990 by the Shiseido Group, which is its sole shareholder.

- BPI is a human community comprising 600 staff, and the SIF (Shiseido International France) industrial entity has 580 staff.

- BPI, with a presence in 112 countries, has 11 branch offices (Germany, Austria, Belgium, Spain, the United States, France, the Netherlands, Hong Kong, Italy, Russia and Switzerland) and 2 regional offices (Miami and Singapore).

The mission of BPI is to build and give sustainable life, within the universe of perfume, to the spirit of the Brands and the Designers it represents: Issey Miyake in 1992, Jean Paul Gaultier in 1993, Narciso Rodriguez in 2003, Elie Saab in 2011 and Azzedine Alaïa in 2015.

ZADIG & VOLTAIRE

Created in 1997, Zadig & Voltaire is a French ready-to-wear fashion label, which is structured today around Zadig & Voltaire and Zadig & Voltaire Deluxe.

Its name was inspired by Voltaire's novel "Zadig, or the Book of Fate", the modernity, charisma and courage of whose central character, Zadig, made a deep impression on the spirit of the company's founder, Thierry Gillier.

From early on, the brand's identity has relied on the choice of pure and precious materials, coupled with an easily identifiable casual chic and rock signature style.

Ultra-creative knitwear has a major place in the collections, starting with cashmere, the House's signature fibre, which it offers in modern dressing styles, revisited cuts and customised versions, through the inscription of messages or names in coloured inertia, such as Elvis and Mick, a true rock 'n' roll DNA of the House, like the skull and the angel.

The House's creations were designed for women first, then for men in 2004 and in 2006 for children.

Zadig & Voltaire embodies a new French-style luxury, and with nearly 300 points of sale across the world, it relies on a strategic distribution network.