



Shiseido Clé de Peau Beauté

Brand muse, Amanda Seyfried, visits China.

AW 2016 new product launch “Fearless Beauty” held in Shanghai.

【Shanghai, China】 The SHISEIDO Group’s high-prestige brand Clé de Peau Beauté (CPB) hosted an autumn/winter 2016 global press conference with the theme of Fearless Beauty, held at Shanghai’s Fairmont Peace Hotel on Thursday, June 16, 2016. Amanda Seyfried, the brand’s muse and global spokesperson who visited China for this event, appeared on stage at the opening of the event. The products presented at this time are part of the makeup collection conceived by Lucia Pieroni, Makeup Creative Director for Clé de Peau Beauté, through inspiration by Tamara de Lempicka, one of the most memorable female artists of the Art Deco period. It is planned that they will be marketed in 12 countries and regions around the world starting in autumn 2016 (Japan, China, Taiwan, ROK, Malaysia, Thailand, Singapore, Vietnam, Indonesia, USA, Canada, Russia).

Traveling back in time to the “Roaring Twenties” in Paris

The Fairmont Peace Hotel, in which the event was held, was named “Cathay House” when it first opened its doors in 1929, the age in which Tamara de Lempicka was at her most active. From the time it first opened to the present, this historic hotel has always been filled with the sophisticated chatter of the educated and the bourgeoisie. In the gallery space, specially reserved during the press period, staff decked out in costumes depicting symbolic ‘20s artists and intellectuals took guests back to the Roaring Twenties while introducing the new products. This unique approach was greatly enjoyed by visitors. Within the venue, graphic works of Tamara de Lempicka were displayed, as well as six original paintings created for CPB by Ashley Longshore, the contemporary artist who designed the package for the Holiday Collection which was also announced during the event. Together with the artwork, the new makeup lineup with a focus on the new Liquid Rouge was displayed in a manner evocative of furnishings in a ‘20s society salon, enthralling the guests.

Amanda Seyfried praises “Fearless Beauty.” Her favorite: New Liquid Rouge #18.

From a narrow hidden door in a corner of the gallery space, wearing a classic dress reminiscent of Tamara de Lempicka, Amanda Seyfried made her appearance, and the hall was instantly filled with cheers and

excitement. In the subsequent gala dinner held in the ballroom, Amanda spoke of the Collection theme, “Fearless Beauty.” “I feel great affinity with women who live strong, bold lives, like Tamara de Lempicka,” she said. “Even in the face of difficulty, it’s important to forge ahead powerfully without flinching, maintaining a sense of conviction. If society becomes such a place that women can play active roles while being even more radiant and true to themselves, I think we may be able to resolve the many difficult issues facing the world today.” She also suggested the New Liquid Rouge #18 (Lempicka Red) as the rouge to encourage a feeling of “Fearless Beauty.” “Just like a dress that presents you at your best, this rouge is a wonderful item that makes you look dramatic and attractive. When I’m wearing it, I feel like I can be bolder and freer than I usually am. I also like the crystalline, brilliant texture.”

Collaboration with contemporary artist Ashley Longshore

Since 2013, in order to meet and serve new customers, CPB has presented Holiday Collections in collaboration with young designers who embody the worldview of CPB and are highly in tune with the values of the new era. For 2016, CPB worked with Ashley Longshore, a modern artist known for her elegant yet edgy style featuring vivid colors and bold compositions, and has produced modern, elegant expressions of the beauty of “women willing to create the new era” from “les Années Folles” (the Roaring 20s) which is the season’s theme. Ashley Longshore was present at the press event as a special guest. Together with brand muse Amanda Seyfried and Chinese artist Yi Zhou who appeared as the MC of the gala dinner, Ashley spoke of her unique outlook on art under the theme of “Fearless Beauty” and was enthusiastically applauded by the guests.

15 years from CPB’s launch in China: Announcing the “New Skincare”

At the same time as the press event, CPB celebrated its 15th year since its launch in China. In commemoration of the 15th anniversary in China, on Friday, June 17, the day after the press event, the new skincare line for simultaneous global launch in 2016 was announced in the Mandarin Oriental Pudong Shanghai. Introducing the advances in CPB skincare science through the first skincare innovation in 5 years, CPB Brand Director Roxana Daver expressed the brand’s commitment: “CPB has unveiled the most substantial renewal of our skincare products in 5 years. The renewal was to continue enhancing the radiance of women, and has already been highly praised all over the world. And I am very excited to be able to launch this new skincare line in China during this memorable occasion. I am confident that our new innovations will be able to deliver products that exceed the expectations of highly aesthetically discerning Chinese women who know the value of authenticity.”

About Clé de Peau Beauté

Originally introduced in 1982 and relaunched in 1996, Clé de Peau Beauté never stops evolving. Constantly incorporating the latest technologies, the brand is solidly established among elite prestige consumers in Japan, and marketed in a total of 12 countries and regions around the world: Japan, China,

Taiwan, South Korea, Malaysia, Thailand, Singapore, Vietnam, Indonesia, the U.S.A., Canada, and Russia.

About Amanda Seyfried

Amanda Seyfried, CPB's spokesperson, was named CPB's "Brand Muse" in 2011. An American actress from the state of Pennsylvania, she began her career as a model at the age of 11. Amanda has worked alongside entertainment industry greats in many notable films, including the Academy Award® nominated *Les Misérables*. She has also appeared in a variety of TV shows and stage productions, including an appearance on an Off-Broadway stage in New York in 2015, for which she won critical acclaim. The more she works, the more widely she is acknowledged as a young actress with real talent. She costars with Shirley MacLaine in the soon-to-be-released American drama *The Last Word*.