

Amazon Fashion Week TOKYO



Shiseido Joins “Amazon Fashion Week TOKYO” as Official Cosmetics Sponsor

Shiseido will be supporting “Amazon Fashion Week TOKYO”, the seven-day fashion event running from October 17 (Mon) to October 23 (Sun), as an official cosmetics sponsor. During the week, the company will be providing cosmetic products for the event, while Shiseido hair & makeup artists will be in charge of makeup for the runway fashion models.

Aiming to “be a global winner with our heritage”, the company offers a new sense of beauty by creating synergy effects of fashion and makeup and communicating the latest makeup information.

Many young designers are to take part in Amazon Fashion Week TOKYO, dubbed as the gateway to success for newcomers in the world of fashion. Shiseido has been supporting young designers and promoting their collaboration throughout its history. For example, in 1977, the company invited six young French designers to Japan and held fashion shows titled “Paris Six”. In addition to that, for over 30 years the company has been supporting young designers through Shiseido Sponsorship Award for Best New Designer in Mainichi Fashion Grand Prix, established in 1983.

Shiseido continues to set eyes on promising young designers and support their activities as well as collaborations, thus expressing and communicating the uniqueness of Japanese beauty around the world.

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“Fashion Week” is a fashion festival held twice a year, in spring and autumn, in major cities around the globe. Trends for the coming seasons stem from the latest collections unveiled at these fashion shows. Fashion Weeks held in Paris, Milan, London, New York and Tokyo are referred to as “big five fashion weeks” and have a significant influence on the fashion world. The fashion week held in Tokyo is now called Amazon Fashion Week TOKYO, after its title sponsor change. It is hosted by the Japan Fashion Week Organization (JFWO) and is held in March and October with about 50 brands taking part. Much awaited works of Japanese designers are introduced to the world from various locations in Tokyo, centering on Shibuya Hikarie and Omotesando Hills.

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