

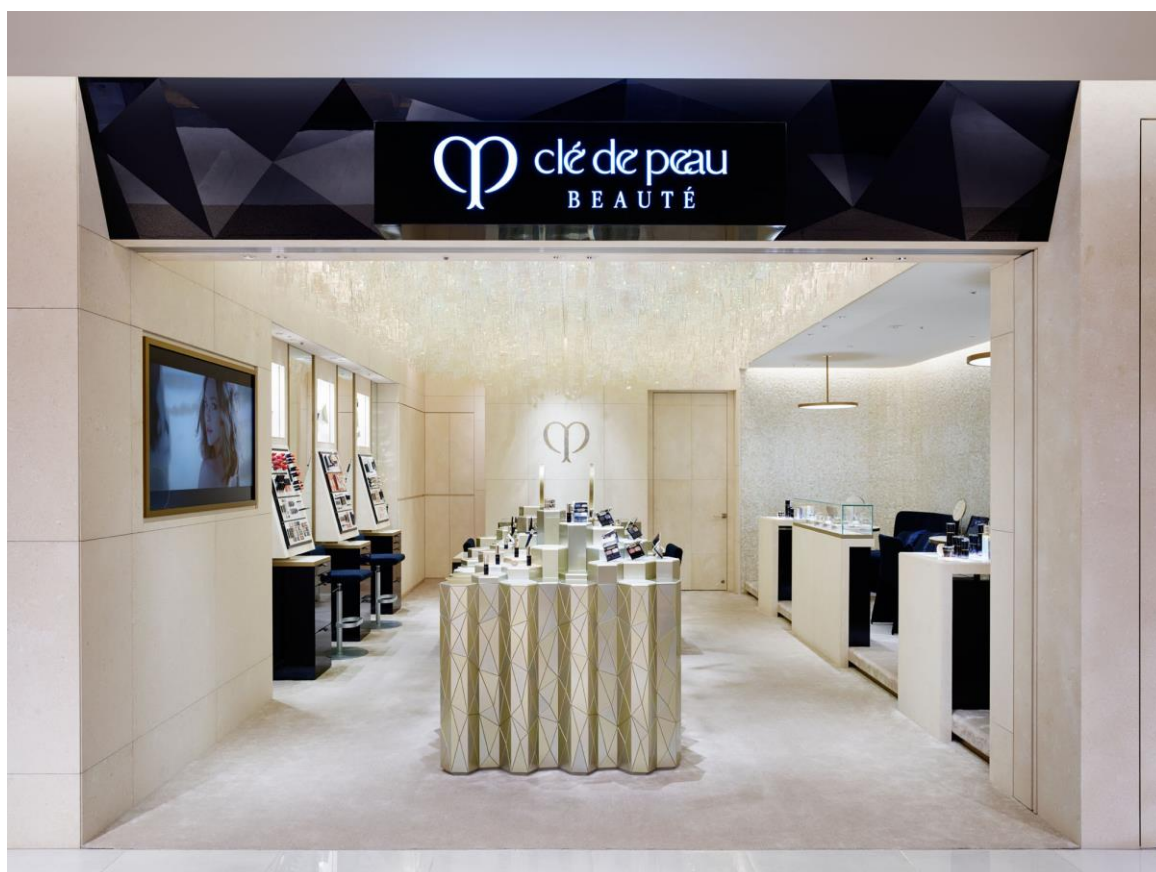


Clé de Peau Beauté
New brand shop in Ginza Six to offer unique experiences

Shiseido Group's high prestige brand "Clé de Peau Beauté" opened its brand shop "Clé de Peau Beauté Ginza Six" on April 20, 2017, in Ginza Six, a large-scale commercial complex in Tokyo. The address is 6-1-10, Ginza, Chuo Ward.

Concept of the brand shop

The brand shop is a special space aimed at materializing a unique aspect of the brand's value, the fusion of beauty and science, and offering "unique experiences that cannot be forgotten." The complex is equipped with multiple city functions aimed at evolving Ginza into "the Ginza of the world." It is also equipped with an information base that serves as a trendsetter and source of newsworthy information. The design concept is "Brilliant Cell." In collaboration with architect Tsuyoshi Tane, Clé de Peau Beauté produced "Artwork of Light" and "Center Table" as items symbolizing skin that emanates radiance from within and suggesting radiant cells.





Clé de Peau Beauté and Tsuyoshi Tane

Shiseido's most exclusive brand, Clé de Peau Beauté went on sale in 1996 as the successor brand of Clé de Peau, launched in 1982.

Since hitting the market, Clé de Peau Beauté has continued evolving, incorporating the latest research findings on the basis of Intuitive Skin Theory, developed on the perspective that the skin has its own sentience, a conclusion reached after many years of research on skin cells. Clé de Peau Beauté is sold and highly acclaimed in 12 countries and territories around the world, including Japan.

Clé de Peau Beauté means “key to the skin” in French. Shiseido breathes the desire to “open the door to unknown beauty” into the brand name.

To deliver this “key,” Clé de Peau Beauté has employed an architect who cherishes the history of the brand and its background.

Born out of collaboration with Tsuyoshi Tane was the design concept “Brilliant Cell,” symbolizing the brand's unique value: “fusion of beauty and science.”

Contents of the brand shop

The exclusive lounge invites customers to enjoy the “la crème” experience that will capture their hearts. This luxury is unique to this lounge, with an exquisite texture and profound feel found nowhere else.

Past archives are displayed, highlighting the uncompromising quality and stories of the brand. In addition, items available only from Ginza Six are released. In commemoration of the opening, limited-edition spring/summer 2017 makeup items are on sale. These items comprise a set of eye color, foundation, and “Brilliant Cell Box” designed by Tane with polyhedrons to express light.

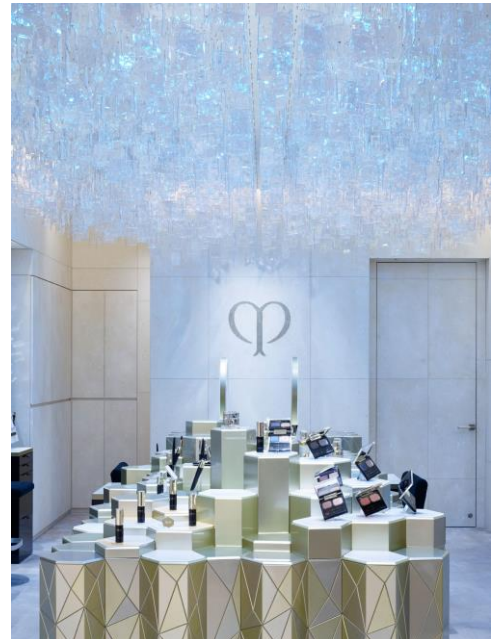
Space designed to resonate with the five senses

“The Artwork of Light” on the ceiling expresses “the Brilliant Cell” with the use of the upper surface of 4000 pieces of “teint poudre éclat,” a foundation created with the concept of layers of light.

“The center table,” installed as the central counter, is built with hexagons expressing four kinds of light with the motif of “the Brilliant Cell.” The space plays the role of a gallery that can change its face according to the featured promotion.

Architect Tsuyoshi Tane describes the space:

“With music played in low sound, the lighting installed in the ceiling changes with the season and the lapse of time. Moreover, just as cells respond to light, the materials of the ceiling and table emit different effects depending on the angle of viewers. All in all, the space provides visitors with a feeling of being embraced by light.”



Tsuyoshi Tane



Born in Tokyo 1979, the architect is based in Paris since 2006. After 10 years as co-founder of DGT, he launched ATELIER TSUYOSHI TANE ARCHITECTS in 2017, also in Paris. His representative works include the Estonian National Museum, A House for Oiso, Toraya Paris, and the “light is time” installation. Back in 2012, he drew attention from around the world when his tumulus-shaped stadium made its way to the final list of basic plans in the international design competition for the New National Stadium. He has been awarded the French Cultural Agency’s new architect prize, the AFEX2016 grand prize, and the Art Encouragement Prize from Japan’s Minister of Education, Culture, Sports, Science and Technology. The list goes on and on. He started teaching GSAPP at Columbia University in 2012. www.at-ta.fr