



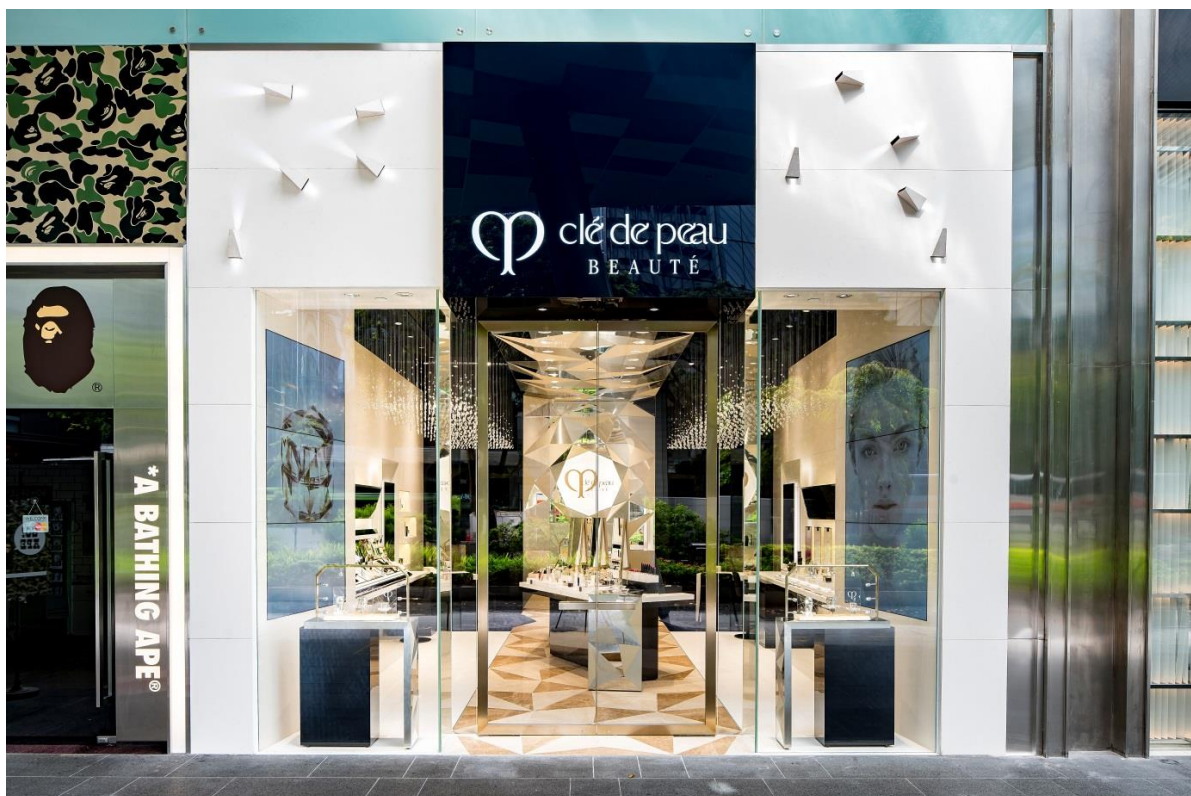
Clé de Peau Beauté First Boutique has opened in Singapore

Shiseido Group's high prestige brand "Clé de Peau Beauté" is excited to announce the opening of its first free-standing boutique in Singapore. Located in the heart of Orchard Road – at Mandarin Gallery, the 1,012 square ft boutique features a concept and design that is the first of its kind in the world.

Concept

The store concept was conceived and inspired by the "Limitless Radiance" that every woman can unlock with Clé de Peau Beauté's products and services. 'Limitless Radiance' is exemplified from the facade with specially-crafted architectural lighting that gives the storefront (facing Orchard Road) dimension akin to a multi-faceted jewel.

Also unique to the store, "Limitless Radiance" is epitomized with 12,000 suspended Swarovski crystals that represent Brilliant Cells exquisitely reflecting light from within.

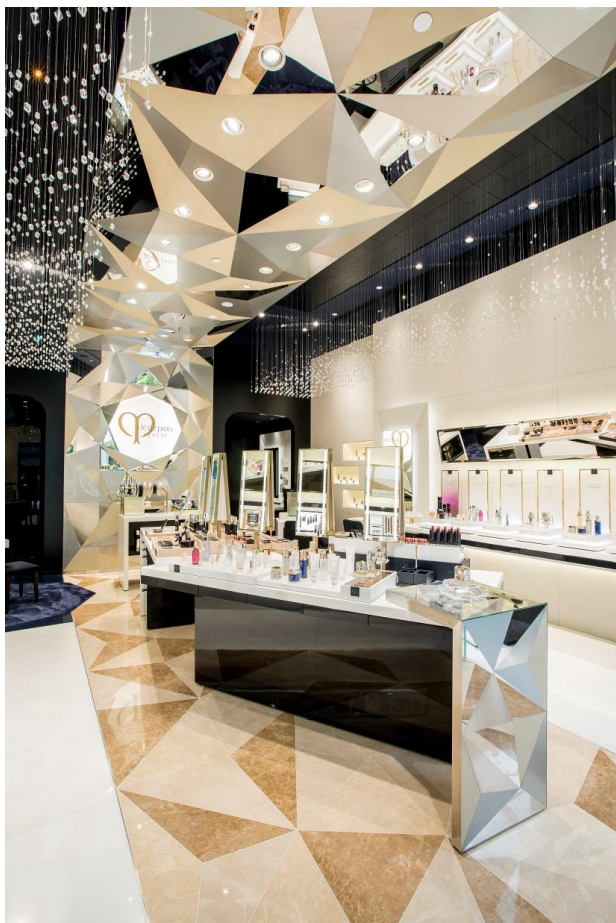


Mandarin Gallery #01-09, 333A Orchard Road, Singapore 238897



In line with the brand's mission – to provide service that is “Beyond Expectations”, areas within the store are designed with the modern woman's comfort in mind.

Featured areas include



- A warm, welcoming entrance to a product “Degustation Area”. Similar to the tasting of a chef's most premium and signature dishes, customers are invited to fill their senses with free and open access to testers. This free area is intended to stimulate curiosity and interest in the products.
- A place where customers can receive an intimate consultation for top-of-the-line products like Synactif and La Crème, or enjoy the luxurious textures of Clé de Peau Beauté's makeup away from prying eyes in the Private Zone Area.
- The world's first area designated for gift – giving. Present a gift of radiance wrapped with finesse for a lasting impression. Pamper yourself or that someone special.

- Two facial cabins that inspire quiet relaxation and replenishment. Available only at Clé de Peau Beauté Mandarin Gallery, each service includes an original hand and arm massage to relieve fatigue as it comforts the mind.