



Clé de Peau Beauté
Autumn/Winter 2017 Regional Press Event
Brand Spokesperson, Amanda Seyfried, visits Singapore

Shiseido Group's high prestige brand "Clé de Peau Beauté" hosted its first Autumn/Winter 2017 Regional Press event in Singapore, on the 26th May 2017, Friday. Introducing key launches of Autumn/Winter 2017, the event focused on the launch of the newly reformulated Le Sérums and Autumn/Winter 2017 Makeup Collection.

Clé de Peau Beauté cemented its positioning in the prestige market with the theme Beyond Expectations throughout the event. These products are slated to launch starting Autumn 2017 in the following countries: Japan, Taiwan, China (including Hong Kong), South Korea, Malaysia, Thailand, Singapore, Vietnam, Indonesia, USA, Canada, and Russia.



Going Beyond Expectations

Amanda Seyfried, the Global Spokesperson of Clé de Peau Beauté, graced the event in her first visit Singapore. The Official Gala Night was held at the Supreme Court Terrace of the National Gallery, an architectural icon rich in history and grandeur. In line with the theme, media guests and influencers from the region were transported into the world of Clé de Peau Beauté, where they were invited to an experience Beyond Expectations.

Highlights of the Gala Night include the grand unveiling of the new and reformulated Le Sérums with a sophisticated ballerina performance depicting the search for a radiant awakening and a showcase of the key looks from the Autumn/Winter 2017 Makeup Collection.



Showcase of Autumn/Winter 2017 Color Makeup

Guests were presented with a dynamic showcase of five key looks from the Autumn/Winter 2017 Makeup Collection, including a demonstration of the new Lipstick and Intensifying Liquid Eyeliner by Ms. Nobuko Yamada and Mr. Toyoyoshi Shinotsuka. Key looks featured colors inspired by Chinese art, created by Lucia Pieroni, Makeup Creative Director of Clé de Peau Beauté. Each look featured an inspiration, conveying a personality and its subtle power and profound beauty.



Guests were also invited to an experiential makeup area at the venue space, to indulge in the new textures of the New Lipstick and Intensifying Liquid Eyeliner, and to experience an express makeover with the new Autumn/Winter 2017 Makeup Collection.

Exclusive Media interview with Amanda Seyfried and Mr Ishimatsu Takayuki



Introducing the reformulated Le sérum Mr. Ishimatsu Takayuki, Director of Clé de Peau Beauté Laboratory, presented the new technology and latest advancements.



The presentation was followed by an exclusive media interview with Amanda Seyfried on her views of the latest launches. Ms. Seyfried shared her favorite Lipstick shade from the collection, “Dragon Red”. In her words, “I love red lips. It’s classic. It is a pop of color. I love how the lipstick goes on really smoothly, and fits the contour of my lips. It is so easy to touch up, especially because I’m constantly eating,” she added.