

BEAUTY NOTE

Spring/Summer 2017 Street Fashion Trends by Shiseido Beauty Trend project team: “Pink Boom” in Makeup is the Hot Thing This Season!

Shiseido Beauty Creation Center*1 carries out beauty trends research*2 to forecast upcoming trends in makeup and hair-makeup. As part of the research, street beauty trends survey centering on makeup and hair-makeup is held twice a year (spring/summer and autumn/winter) in three major cities, the frontiers of trends: Tokyo, New York, and Paris.

Street beauty trends survey in Tokyo took place from end of April to beginning of May 2017, in the fashionable districts of Ginza, Harajuku, and Shibuya, and targeted 300 women in their 20s–30s to bring forth the latest tendencies in makeup and hair-makeup in the 2017 spring/summer season. What makeup and hair-makeup are popular with Tokyoites, who are known for their sensitivity to the mood of the times? Hair & makeup artists of Beauty Trend project team comment on the recent trends.

Spring/Summer 2017 Street Beauty Trends



Pink eye shadows

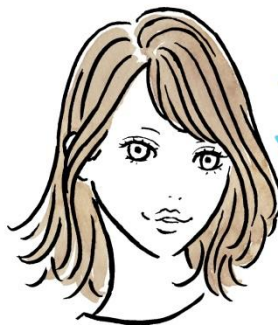


No eyelash curling

① Eye makeup that looks effortlessly chic with pink eye shadows and no eyelash curling



② Trendy lip colors:
blue - red and pink



③ Light and casual /
mid-length haircuts
on the increase

*1 Shiseido Beauty Creation Center

Brings together about 40 hair & makeup artists who are involved in hair-makeup and makeup at photo session for Shiseido advertisements, color creation for makeup products, and backstage support of Tokyo, New York, and Paris collections, and disseminate information on state-of-the-art trends globally.

■Shiseido Beauty Creation Center homepage: <http://hma.shiseidogroup.jp/>

***2 Shiseido beauty trends research**

Shiseido started beauty trends research in 1987 in order to analyze current tendencies in beauty and fashion and forecast upcoming trends. Thanks to the unique skills of its hair & makeup artists, Shiseido offers detailed information on particular makeup and hair-makeup styles, predicting future trends ahead of others and utilizing the knowledge in product development and marketing. Studies involve a team of about 15 members, mostly hair & makeup artists.

For inquiries on this press release, please contact Shiseido PR Department.

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Trends made easy with hair & makeup artists!
Spring/Summer 2017 Makeup Trends ①

Seasonal pink: light & understated

Perhaps the biggest trend for this spring/summer season is pink eye shadow. Last year's fashion of eye makeup in red boosted motivation for eye makeup in general, and taking over the pink boom in fashion, pink eye makeup has established itself as the look of the season.

Among those with eye makeup 44% are using pink eye shadows, a sharp increase from the 4% of the previous season (AW 2016).

Pink boom is a trend that surely comes back every few years. This season's mainstream color is slightly subdued greyish pink that matches almost any complexion. To keep with the trend, spread it gently on the eyelids with either no eyeliner at all or just a bit of black or brown at the outer corner of the eye. Gradations and lining the entire eye with black are out; the mood of the times calls for light and understated makeup that looks effortlessly chic.



From wide-open eyes to no eyelash curling

Another new trend that stands out in eye makeup this spring and summer is no eyelash curling. Fewer dramatic curls are seen this season; instead, eyelashes are kept parallel to the lash line or even facing downward in a natural manner. Thus, a natural look without extra effort is emphasized, backed by women's desire for eye makeup that matches their individual features, rather than wide-open curled eyes.



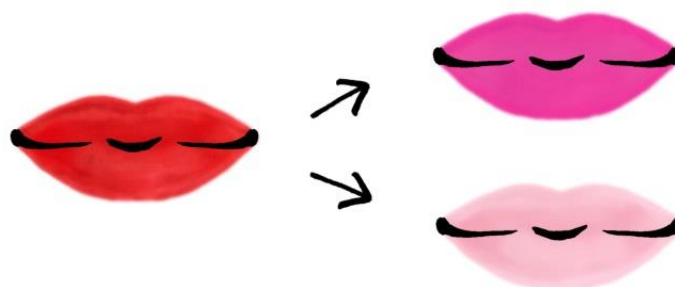
Trends made easy with hair & makeup artists!
Spring/Summer 2017 Makeup Trends ②

Seasonal lip colors: blue-red and pink

The fashion for “bright lips”^{*3} that broke out during the autumn/winter season is fading out. Trendy lips for spring/summer, when light and casual expression is the mainstream, are blue-based red and pink. In terms of intensity, “moderate lips”^{*4} are in favor since they go well with natural complexion. Lip tints are also popular as they are long-lasting even with a thin layer, and more and more women seem to give up on thick layers of lipstick or gloss and enjoy the natural look and texture which looks like the original color of your lips.

*3 Bright lips: lips of deep and vivid, explicit colors.

*4 Moderate lips: lips of soft and mild colors, matching the complexion.



Popular lip colors: blue-red and pink

Eyebrows: natural thickness is taking hold

This season continues the trend that has been there for a few seasons already; naturally thick eyebrows. Eyebrows with emphasized natural direction of hair growth, straight and slightly angular, are in vogue. On one hand, more and more women are actively enjoying eye and lip makeup; on the other – eyebrow makeup seems to focus more on the natural look instead of any particular shape.

Cheeks: natural complexion is the key

Just like eyebrows, cheeks seem to stick to naturalness, and the trendiest techniques are using just a little bit of blush to improve complexion. As pink makeup is the hot trend, pink goes onto eyes and lips, whereas cheek color is kept intentionally low for overall balance.

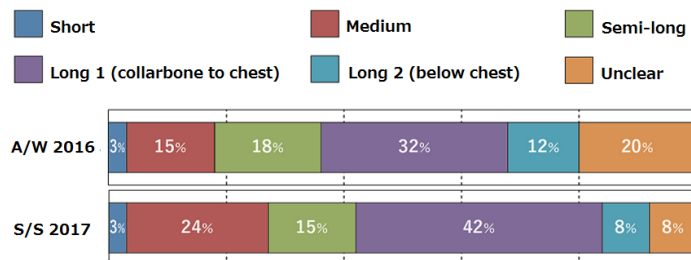
Trends made easy with hair & makeup artists! Spring/Summer 2017 Hairstyle Trends

Mid-length haircuts are in trend!

A particular tendency of this season is the growing number of mid-length haircuts (from chin to shoulders). Long hair (from collarbone to chest) is also increasing, but the fashion for mid-length has become more obvious within this year. In terms of styling, perms and curling irons are in the minority. Instead, styles that give no impression of styling take the lead: straight hair, slightly frizzy, curling on ends, and so on. “Effortless” is the keyword both for makeup and hair, and hair-makeup are seen shifting from the last season’s obsession with detail to minimum fixing and a casual look.



Street Beauty Trends (A/W 2016 ~ S/S 2017, Tokyo, hair length)



Survey by Shiseido, 2017

Survey area: Ginza, Shibuya, Harajuku / Target: women in 20s~30s n=300

Towards an era of diversity and focus on individual features?!

As for hair color, tones as well as colors are extremely various. Women choose things that suit them best at this very moment and thus promote diversity, and this “diversity” becomes the recent trend. Many women enjoy various fads in hair fashion and assimilate them. Will the trends continue to diversify, or will we see new prominent tendencies come up? Let’s see what the next season brings!

Practical tips by hair & makeup artists!
How to Wear the Trends

Hair and makeup: understatement, not omission

This season's theme is to minimize the impression of any elaborateness in hair and makeup, and aim for an understated, seemingly effortless look. The trick is to cut down on certain items so their use won't be obvious. For example, even though mascara is applied, eyelashes are not curled; the eyeliner is used but only at the outer corners. Reducing certain elements helps create a light and relaxed style that is in vogue. However, understatement is not the same as omission. The point is to do everything properly, consciously creating an impression of little if no effort.

Beauty Trend project team Leader
Shiseido Top Hair & Makeup Artist
Setsuko Suzuki

Eye makeup techniques for subdued pink



If you want to go for the trendy pink shadows, pick greyish pink that matches almost any complexion. Use a bigger eye shadow brush than usual and spread the shadow gently all over the upper lid. Apply brown eyeliner to the outer one-third of the lid for moderately emphasized almond-shaped eyes and a refreshing look. If you apply mascara, skip the eyelash curler; putting it on eyelashes as they are creates a look in trend with the season.

Beauty Trend project team
Shiseido Hair & Makeup Artist
Miki Ishida

Hairstyling techniques for soft nuances

To give long hair trendy natural nuances, use a hair iron, divide the hair in small strands and curl them from the center downwards. Once you get soft waves all over, apply an oil-based styling aid to add just a bit of luster. The look is natural yet with a hint that the hair has been tended to.

Beauty Trend project team
Shiseido Hair & Makeup Artist
Jun Nakamura

Shiseido Beauty Trend project team Leader: Setsuko Suzuki



Setsuko SUZUKI

Joined Shiseido in 1993. Holds the title of Shiseido top hair & makeup artist^{*5}, the pinnacle of beauty staff career in Shiseido. In addition to hairdressing and makeup for Shiseido's advertisements and PR activities, is active in a variety of occasions including backstage support for fashion shows, such as Tokyo, New York, and Paris collections. She has been in charge of brand product development and color creation for clé de peau BEAUTÉ, SHISEIDO Makeup, and MAQuillAGE, among others, as well as beauty information development. Posted to Shiseido Americas, New York from 2010 to 2012. Since 2003, she has been involved in research into beauty trends. Leveraging the results of the research, she reproduced the

transition of makeup trends in Japan from the 1920s, when westernized makeup was accepted by the general public, to the present with a single model in "Makeup Reflects the Times – The Transition of Japanese Women's Makeup," a project that drew a lot of attention.

■ Website: <http://hma.shiseidogroup.jp/suzuki/>

■ "Makeup Reflects the Times" – The Transition of Japanese Women's Makeup –
http://hma.shiseidogroup.jp/info/p20150421_6120/

Shiseido Beauty Trend project team Hair Makeup Artists



Miki ISHIDA

Joined Shiseido in 2001. Active in a variety of occasions including collections, with a focus on hairdressing and makeup in photo sessions for Shiseido's advertisements and PR activities. A lecturer at the hairdressing and makeup school, SABFA^{*6}. Also involved in product development and makeup software development as a color creator.

■ Website: <http://hma.shiseidogroup.jp/ishida/>



Jun NAKAMURA

Joined Shiseido in 2008. As a hair & makeup artist, involved in photo sessions for Shiseido's advertisements and PR activities. Works on the creation of hairstyles as a creative member responsible for seasonal hairstyles and men's seasonal hairstyles. Also, a lecturer at the hairdressing and makeup school, SABFA^{*6}.

■ Website: <http://hma.shiseidogroup.jp/nakamura/>

^{*5} Shiseido Top Hair & Makeup Artists

Hair & makeup artists possessing the highest level of techniques among Shiseido's beauty professionals. Through their activities of creating state-of-the-art beauty and disseminating it globally, they enhance Shiseido's brand and corporate value. Their mission is to contribute to the development of beauty industry on the whole. Setsuko Suzuki is one of the seven professionals who presently hold this title.

^{*6} SABFA

A beauty school established by Shiseido in 1987 with the purpose of developing professional hair & makeup artists. Many of the alumni demonstrate their creativity in front-line fields such as advertisement, TV commercials, magazines, and runway shows; others offer total beauty support to consumers as hair & makeup experts at beauty salons. The name is an abbreviation for "Shiseido Academy of Beauty and Fashion".

■ SABFA official website: <http://sabfa.shiseido.co.jp/>