

Press Release

Shiseido to Launch “LOVE THE DIFFERENCES” Corporate Ad on April 8, 2018

Shiseido Company, Limited, with its corporate mission “to inspire a life of beauty and culture”, aims to bring happiness to the world and its people by creating new value in beauty through true empathy and understanding of diversity.

On Sunday, April 8, 2018, and Shiseido’s 146th anniversary, we will issue an advertisement in an effort to communicate the above corporate stance to society and its people by showing appreciation for diversity with a simple message, to “LOVE THE DIFFERENCES”. Shiseido’s entire workforce will share and apply the spirit of this slogan on a global scale.

About the Ad Visual

The ad calls attention to Shiseido’s corporate attitude to evolve the concept of beauty through diversity appreciation and innovative technologies in order to make the world a better place.

The art is drawn by Spanish illustrator Sandra Suy and when the different pieces of the illustration, which represent various human characteristics such as age, gender, ethnicity, etc., are put together, they form a big heart. It represents the great possibilities of beauty that can come to be when the diversity of beauty comes together.



【Ad Visual】

LOVE THE DIFFERENCES.

Imagine if everyone was the same.
Looked the same. Thought the same way. Shared the same experiences.
There would be no discrimination. No prejudice. No conflict.

But there would be no one to make you laugh. No one to make you smile.
No one to provoke you, challenge you or change you.
And there would be no one to make your heart beat faster.

That is the beauty in our world: the differences.

In Japan, we have always tried to respect the differences.
Understanding and absorbing them whenever possible.
Blending them to create new values and new innovations.

Today, on April 8th, we celebrate the foundation of Shiseido.
In honor, we must continue to respect the differences in those around us.
Love them. Nurture them. And love them even more.
Because when we embrace different values and new technologies,
beauty has the power to change the world.

Beauty innovations for a better world.

【Ad Copy】