

## Press Release

## Shiseido Participates in 3 Events for “Japonismes 2018”

– Promoting a sense of beauty in the context of Japanese culture from the beacon of France –

Shiseido Company, Limited (“Shiseido”) takes part in “Japonismes 2018: les âmes en resonance (souls in resonance)\*<sup>1</sup>,” a festival of Japanese art and culture (Secretariat in Japan: The Japan Foundation; hereinafter “Japonismes 2018”) as an official supporter. In September, we supported a combination of kimono fashion and traditional performance art as well as a Japan-themed Asian art exhibit in October. Japonismes 2018 is jointly organized by the Japanese and French governments to commemorate 160 years of friendship between Japan and France. This partnership continues in November at three venues, including collaborative official and special Japonismes 2018 events as well as an event organized and hosted by Shiseido itself, proposing beauty concepts through a fusion of European and Japanese culture in France where remains a great cultural presence in the world, and achieving new value creation through innovation in beauty under our medium-to-long term strategy “VISION 2020”.


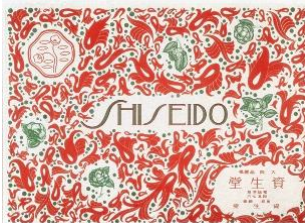

\*<sup>1</sup> Official webpage: <https://japonismes.org/>


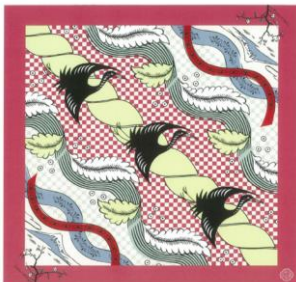



## Background and purpose of participation

Shiseido has taken initiatives on a global level to strengthen the recognition and presence of its corporate culture cultivated since its foundation. Centering in Paris, beacon of culture and art and base for our EMEA business, and in collaboration with EMEA regional headquarters, we provide experiences with our unique Japanese aesthetic. Beyond simply providing financial support, we strive to build our traditional yet advanced image of corporate brand through conveying a sense of beauty in the context of Japanese culture to an ever-expanding audience.

## Summary of participation events

Title	Musée des Arts Décoratifs “150 Years of Japonismes” Exhibit (Official Event)		
Date(s)	November 15, 2018 – March 3, 2019		
Venue	Musée des Arts Décoratifs (107, rue de Rivoli, Paris)		
Content	Exhibition of genre-spanning artwork from the mid-19th century to present, focusing on mutual influences between Japan and France over a broad range of disciplines, from hand-crafted fine art to product design, graphic art, fashion and photography, in parallel with the five themes of discovery, nature, time, innovation and change. Specifically, the Musée will showcase selected works from a collection of 10,000 Japanese fine arts and crafts, with additional works on loan from Japan, and European-made works inspired by the Japanese aesthetic.		
Participation	<ul style="list-style-type: none"> <li>▪ Loan and exhibition of historic documents, products representing Shiseido corporate culture</li> <li>▪ Host a reception at opening ceremony</li> </ul>		
Exhibited Art	 <small>©2006 Luc Boegly luc.boegly@wanadoo.fr</small> Musée des Arts Décoratifs (exterior view)	 Shiseido Wrapping Paper/ Reika Sawa (1927)	 Perfume Hanatsubaki (1917)

Title	Tandem Paris–Tokyo 2018 FUROSHIKI PARIS (Special Event*2) *2 Joint sponsorship between sister cities, Paris and Tokyo		
Date(s)	① November 1 – November 6, 2018 ② November 2, November 10, November 17, November 24, 2018		
Venue(s)	① Hôtel de Ville (front plaza) (Place de l' Hôtel de Ville, Paris) ② Maison de la Culture du Japon à Paris (101 bis quai Branly, Paris)		
Content	Introduction to <i>furoshiki</i> (wrap cloth), so-called the “world’s first eco-bag,” as a symbol of the high-end designer quality of Japanese culture. Japanese and French artists will participate in events and exhibitions themed on the “art of <i>furoshiki</i> .” At Hôtel de Ville (City Hall), a large-scale <i>furoshiki</i> installation will enshroud the plaza to make a temporary pavilion, while at the Maison de la Culture du Japon à Paris (Japan Cultural Institute in Paris) there will be a workshop to demonstrate the charms and uses of <i>furoshiki</i> designed by Shiseido creator, with an exhibition of 20 original Shiseido designs.		
Participation	Original Shiseido <i>furoshiki</i> designs, and participatory workshop		
Exhibited Art	 <p>「Kasane」/ Kaori Kondo</p>	 <p>「NichifutsuWagoMoyou」/ Asako Hase</p>	 <p>「Tsubaki no Mizuhiki」/ Midori Matsuishi</p>

Title	SHISEIDO JAPANESE BEAUTY STATION (Sponsorship Event*3) *3 Event organized by Brand SHISEIDO, which is in the process of approval as Associate Event		
Date(s)	November 22 – December 2, 2018		
Venue	Le Marais (18 rue de Turenne, Paris)		
Content	Celebrating over 80 years of <i>Hanatsubaki</i> , a corporate culture magazine of Shiseido. An introduction to the evolution of beauty, fashion and culture in Japan richly reflected in visuals spanning the moods and styles of each decade. The venue will feature exhibits such as a wall mural of <i>Hanatsubaki</i> covers to date, a specially composed digital edition, plus a workshop in connection with “Gokan de Kanjiru Nippon no Bi” (“The Beauty of Japan Through Five Senses”)—an event where visitors can experience Shiseido and the aesthetic sense of Japan in three dimensions.		
Exhibited Art	 <p>Event logo</p>	 <p>The first issue of <i>Hanatsubaki</i> (1937)</p>	 <p>The latest issue of <i>Hanatsubaki</i> (Winter 2018)</p>