

Shiseido Signs Joint Business Plan with Alibaba Group Sets up Dedicated Office in Hangzhou, China

Shiseido Company, Limited (“Shiseido”) signed a Joint Business Plan with Alibaba Group Holding Limited (“Alibaba Group”) through its China subsidiary, Shiseido China Co., Ltd., on March 31, 2019. The purpose of this Joint Business Plan is to strengthen its long-term partnership with Alibaba Group. To further implement the Joint Business Plan, Shiseido has set up a “Shiseido × Alibaba Strategic Development Office” in Hangzhou, China, where Alibaba Group’s headquarters are located. Shiseido is the first Japanese company, as well as the first cosmetics company in the world, to set up such a dedicated office in partnership with Alibaba Group.

Collaboration with Alibaba Group

Under the Joint Business Plan, teaming Shiseido’s excellent innovation capabilities with Alibaba Group’s big data and consumer insight, the two companies will reinforce product development, brand marketing, e-commerce, CRM, and other areas. By collaborating closely with Alibaba Group, Shiseido will focus on developing products for China market and providing services which meet Chinese consumers’ needs, aiming to acquire new consumers, especially younger generations.

Co-Developed Products with Alibaba Group

The first co-developed products with Alibaba Group will be available exclusively on Tmall starting this September under the hair/body care brand “AQUAIR”. Two new products – Mild and Refreshing Scalp Shampoo and Essence Oil for Split Ends – which treat scalp and split end troubles, have been realized through the collaboration with Tmall Innovation Center (TMIC), with a developing process utilizing big data from Alibaba Group’s nearly 700 million users. Starting with the launch of these new products, Shiseido plans to further expand this product development process to other brands and strengthen its alliance with Alibaba Group in the future.



Mild and Refreshing Scalp Shampoo



Essence Oil for Split Ends

<Information on the Shiseido Hangzhou office>

Name: Shiseido × Alibaba Strategic Development Office

Location: Euro America Financial City (EFC), Hangzhou, China

Employees: 12 (20 planned by 2020)