

**Shiseido’s Directly-Operated Store “Beauty Square” Opens Thursday, June 18th in Harajuku, Targeting Millennials in Japan and Overseas  
~SHISEIDO PARLOUR THE HARAJUKU and SABFA will follow~**

Shiseido Company, Limited (“Shiseido”) will open new beauty facility Beauty Square on Thursday, June 18, 2020 on the first floor of the WITH HARAJUKU commercial complex in front of Harajuku Station. The store concept is “a spot offering experience and communication to discover, enjoy, and share beauty”. In addition to cosmetics sales, the store will offer various services including digital experience-based content and a hair and makeup salon where Shiseido hair and makeup artists produce beauty for visitors. In Harajuku, where many savvy consumers of cosmetics, fashion, and food gather from Japan and overseas, the store will act as a spot welcoming chiefly young people to discover and experience the fun of beauty and new charm of themselves.

Furthermore, restaurant and lounge SHISEIDO PARLOUR THE HARAJUKU operated by Shiseido Parlour on the 8th floor of the complex building and hair and makeup academy and studio SABFA on the 2nd floor will open on Tuesday, June 16 and Thursday, June 18, respectively.



Beauty Square exterior

**Beauty Square overview**

Facility name: Beauty Square (Shiseido Beauty Square)

Opening date: Thursday, June 18, 2020

Location: WITH HARAJUKU 1st floor, 1-14-30 Jingumae, Shibuya-ku, Tokyo

TEL: 03-5413-7717 (store)

Commercial area: About 793.390 m<sup>2</sup> (1 floor)

Open hours: 11:00-20:00

\*Initial shortened open hours (11:00-19:00)

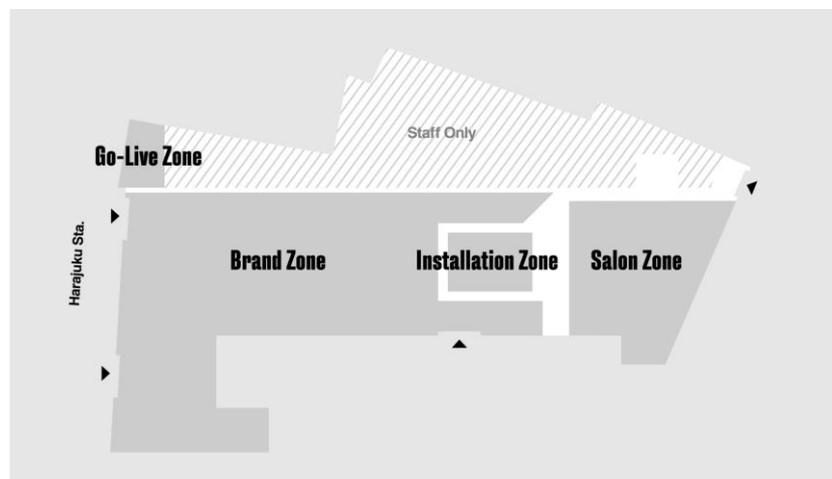
Closed: Irregular dates

URL <https://beautysquare.tokyo>

**[Floor overview]**

The floor consists of four zones.

1. Go-Live Zone
2. Brand Zone
3. Installation Zone
4. Salon Zone



[Introduction of content]

### 1. **Go-Live Zone**

Information communication station where “my beauty” begins.

An information communication zone with live streaming and public recording of online video programs in the public studio located in the entrance area of the facility. A large LED display and signage are installed to share various information content both in real and digital form on a daily basis.

### 2. **Brand Zone**

Cosmetics sales and counseling zone where “my beauty” is found.

A shopping zone offering a variety of Shiseido cosmetics brands with lineups of seasonal items of makeup, skincare, and hair styling, etc. Trained specialists known as Beauty Consultants provide counseling to realize the unique beauty of individuals.

\* Initially, we will refrain from activities that involve physical contact with visitors, and provide counseling in the form of lectures and lessons using digital tools.



Brand Zone

<Brands to be offered (in alphabetical order)>

*IPSA, Clé de Peau Beauté, THE GINZA, SHISEIDO, SHISEIDO PROFESSIONAL, Dolce&Gabbana\*, NARS, bareMinerals, Laura Mercier, and others.*

\* *Dolce&Gabbana Beauty*

### 3. **Installation Zone**

Entertainment zone to play as “beautiful me/we”.

A large 4x4 meter LED screen, full-color kinetic lighting and moving head lights are installed to create an entertainment space where visitors can enjoy a dynamic, extraordinary experience. There are various events planned such as digital content with visitor participation and limited pop-up stores.

#### • Interactive content (Sphere)

Spheres and motifs in various colors, which represent the diversity of beauty, constantly change in light and image in sync with body movement and time. This content is full of art allowing visitors to freely experience a fantastical space. It expresses the circulation of all kinds of beauty gathered in Beauty Square and linked with various cultures.



Interactive content

#### • Virtual avatar content (ZEPETO)

Linked with the 3D avatar social app ZEPETO and in-store large LED screen. Visitors can go through a virtual experience projecting their character in the special virtual space at the store, taking pictures with friends and famous brand ambassador avatars.



Virtual avatar content (ZEPETO)

## ■ What is ZEPETO?

ZEPETO is an app operated by NAVER Z Corporation which allows users to easily and stylishly create 3D avatars. ZEPETO has over 15 million users in Japan. Users can customize their avatars with their favorite makeup and fashion. ZEPETO actively launches various features and new content starting from the virtual space, providing users with new experiences every day.



▼ ZEPETO URL <http://onelink.to/89exav>

\* Users can link their device and access the App Store or Google Play via this URL.

### • Pop-up store

The store will introduce limited cosmetics and other beauty-related goods as well as fashion items stimulating the aesthetic curiosity of millennials.

## 4. Salon Zone

Hair and makeup salon where “my unique beauty” is realized. Shiseido hair and makeup artists, who have refined their skills and sensibilities at SABFA, beautify visitors one on one, offering personalized makeup and hair styling as well as lectures.

\* Initially, staff will wear masks and face shields during treatment.



Salon Zone

### • Quick menu

Shiseido hair and makeup artists give quick, one-point treatment and lectures spanning 20 to 30 minutes.

### • Artist session menu

A free session with a hair and makeup artist of the visitor’s choice. Session details will be decided according to the visitor’s concerns and requests. Treatment and lectures on makeup and hair styling will be provided within three courses spanning 60 minutes, 90 minutes and 120 minutes.

[Promotion]

Kyary Pamyu Pamyu has been appointed as an ambassador to stimulate the aesthetic curiosity of millennials in Japan and overseas, and various beauty activities will be held throughout the year under the theme of “Beauty Diversity”.



Key visual for June

Hair styling by Shiseido top hair and makeup artist Tadashi Harada

### SABFA overview

Facility name: SABFA  
Opening date: Thursday, June 18, 2020  
Location: WITH HARAJUKU 2nd floor, 1-14-30 Jingumae,  
Shibuya-ku, Tokyo  
TEL: 03-5413-7747  
Commercial area: About 396.695 m<sup>2</sup>  
URL <https://sabfa.shiseido.co.jp/> (Japanese only)

SABFA has so far conducted educational activities for beauty professionals who have a cosmetology license, however, in order to nurture and produce more leaders in the beauty industry, the academy has expanded the target students to all beauty professionals regardless of whether they have a cosmetology license, and renewed the course curriculum. In addition, a photo studio, which is ideal for shooting the works of hair styling and makeup, is set up within the academy. Going forward, we will expand the operation of the supporting agency Office SABFA to support the graduates in employment and career development and evolve into a “comprehensive beauty academy”.

In terms of educational activities, the academy has expanded the courses to five, which can be selected according to future goals, and provide various seminars to improve beauty skills. SABFA continues to provide education and support to all people involved in hair styling and makeup.



Entrance



Workroom

### SHISEIDO PARLOUR THE HARAJUKU overview

Facility name: SHISEIDO PARLOUR THE HARAJUKU  
Opening date: Tuesday, June 16, 2020  
Location: WITH HARAJUKU 8th floor, 1-14-30 Jingumae,  
Shibuya-ku, Tokyo  
Commercial area: About 350.414 m<sup>2</sup>  
Open hours: Dining Lunch: 11:30-15:30 (14:00 L.O.)  
Dinner: 18:00-22:00 (20:30 L.O.)  
Lounge: 11:30-22:30 (21:30 L.O.)  
Number of seats: 39 dining seats, 17 lounge seats  
Private room: 1 room (up to 8 seats; room charge 5,000 yen)  
Closed: Mondays (open on public holidays) and irregular dates  
URL <https://parlour.shiseido.co.jp/en/index.html>

A perfect location overlooking the forest of Meiji Shrine. The restaurant offers great food-and-wine pairings with carefully selected wine and a dish full of originality, which is created with a forest theme combining the traditional taste of Shiseido Parlour, skill of French cuisine, and Japanese sensibility. The restaurant has a private room and lounge that guests can utilize for a wide range of situations, such as family gatherings and business meetings, etc. Interior design supervised by Kazuya Ura.



Main dining



Menu example