

**SHISEIDO to launch “Camellia,” a user-participation-based special movie project set in the world of *Animal Crossing: New Horizons* - With the theme of “With One Another. Without Limits. Our Future Is Beautiful.” let’s meet up in *Animal Crossing* and film together! -**



Shiseido’s global prestige brand SHISEIDO is planning to launch a user-participation-based special movie project called Camellia based on the same idea of our global campaign “With One Another. Without Limits. Our Future Is Beautiful.” which originally began on July 1, 2020, in today’s world, where it is more difficult than ever to connect with others due to the many different barriers we face. Set in the world of *Animal Crossing: New Horizons*, a video game for the Nintendo Switch™ game console from Nintendo Co., Ltd., this project will seek to connect people and help them overcome barriers by bringing fans around the world together for an in-game video recording project. We will begin accepting applications for this project on Thursday, September 10 via our dedicated Twitter account @SHISEIDO\_ACNH.

**Let’s film together in Animal Crossing! Special Movie Project “Camellia”**

SHISEIDO will produce Japan’s first ever user-participation-based video production set in the world of *Animal Crossing: New Horizons*, a game for the globally popular Nintendo Switch™ that is also known for its diversity-conscious world.

Users will be able to freely film their own unique videos based on the special movie

storyboard (see below) and post them on Twitter. SHISEIDO will show the works created based on those posted as part of a special movie on October 23, 2020 on the SHISEIDO brand official Twitter (@SHISEIDO\_brand).

### ▼Let's film together in Animal Crossing! Special Movie Project "Camellia" Storyboard

#### SHISEIDO GINZA TOKYO × Animal Crossing New Horizons – Special Video Project "Camellia"

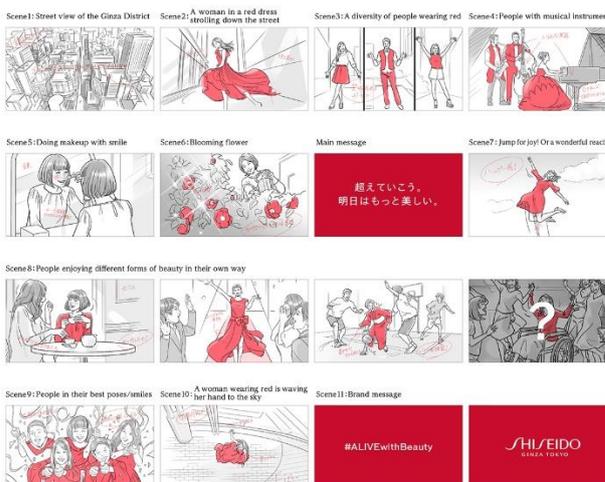
#### – Original Song – Camellia



♪ Everybody has a flower,  
with an ever brilliant color  
So don't let'em judge you by the cover  
Water those roots  
with tears from yesterday  
No worries  
Who needs the rules anyways

Only only you you yourself  
Nobody no nobody else  
You're so beautiful  
Better never ever doubt it

Tomorrow is blooming brighter  
The world is prettier than ever  
Let's grow the new you  
Like a flower you've never seen  
and sing like you've never sung before



### ▼How to submit entry

1. Record footage of yourself playing *Animal Crossing: New Horizons*
2. Follow the official SHISEIDO account created specifically for this project on Twitter (@SHISEIDO\_ACNH)
3. Tweet your recorded video scene along with the hashtags #camellia #scene(insert scene number of your entry)

\*Only one scene is allowed per entry.

\*Entries using just still images will also be accepted.

\*Please refrain from using custom designs that include content/material under copyright by a third party.

### ▼Entry selection

We will contact users whose videos are eligible for inclusion via DM on Twitter from the SHISEIDO official account (@SHISEIDO\_ACNH) created for this project.

\*Nintendo Switch is a trademark of Nintendo Co., Ltd.

\**Animal Crossing: New Horizons* is video game software provided by Nintendo Co., Ltd.

## Global Campaign “With One Another. Without Limits. Our Future Is

As of July 1, SHISEIDO has been continuing its global campaign based on the message of “With One Another. Without Limits. Our Future Is Beautiful.” encouraging each and every person to go beyond their limits and expectations to find their own inner beauty and build a brighter future.

### ■ Brand campaign site

<https://brand.shiseido.co.jp/transcend-boundaries.html>

### ■ SHISEIDO official Instagram page

<https://www.instagram.com/shiseido>

### ▼About the special movie “Camellia” to be produced for this project

This special movie will be created to appeal to the message of “With One Another. Without Limits. Our Future Is Beautiful.” We seek to express the true beauty that lies beyond the “limits and expectations” that hinders the diversity of beauty present in all genders, ages, nationalities and more with the free world of Animal Crossing.

## About SHISEIDO

SHISEIDO is a prestige brand representing the Shiseido Group. We offer skincare, makeup, sun care and fragrance products in 88 countries and regions around the world. As a global prestige brand based in Ginza, we would like to grow to be a brand that is loved by customers all over the world.

\*For reference

Original SHISEIDO custom designs available for filming props

Starting September 10, SHISEIDO original custom design items such as dresses that make use of the red brand color, SHISEIDO beauty consultant uniforms and makeup designs that reflect our brand's products will be planned to get users excited about making their videos. This content will be distributed through the dedicated SHISEIDO official Twitter account (@SHISEIDO\_ACNH).

■ Camellia logo



■ Beauty consultant uniform



■ Makeup: four types of eyebrows and blush



■ Clothing in red motif

