

SHISEIDO MEN and FC BARCELONA Form Partnership for Men's Skincare and Makeup Series

Sergi Roberto, One of the Captains at the Legendary Football Club,
to Serve as Ambassador of the New Partnership



Today, Shiseido Company, Ltd., (“Shiseido”) is proud to announce the partnership between SHISEIDO MEN and world-renowned FC BARCELONA. The two are joining forces to collaborate on the launch of the reinvigorated SHISEIDO MEN series of highly engineered men’s skincare and makeup products. At the same time, Sergi Roberto, one of the four Captains at FC BARCELONA, is being named as “SHISEIDO MEN & FC BARCELONA Partnership Ambassador”.

The partnership with FC BARCELONA has just kicked off in early 2021 and runs for two years through to December 2022 across Japan, Greater China, Italy and Spain. As part of the agreement, SHISEIDO MEN will produce a co-branded content series with the Club revolving around the first team players’ lifestyle and a movie featuring Sergi Roberto.

Statement by Ryota Yukisada, Chief Brand Officer, Brand SHISEIDO

Ryota Yukisada, Chief Brand Officer, Brand SHISEIDO said: "SHISEIDO MEN will be marking the new era with wholly renewing its series of high-quality, high-performance men's skincare and makeup products backed by Shiseido's many years of scientific research on men's skin. At this moment, we are delighted to announce this partnership with FC Barcelona and Sergi Roberto, which we believe it will strength the value and synergy towards our products and consumers. SHISEIDO MEN, represents a men who enjoys life to the fullest by being involved with others with positive attitude, offers optimal skin care solutions to him and his partners.

Sergi Roberto embodies the reborn SHISEIDO MEN’s image of a man, living both his professional and private life to the fullest and conveying a good, all-around impression. Known for being versatile and able to play different positions on the pitch, his multifaceted interests off the pitch include fashion, cooking and travel. At age 14 he joined the internationally renowned youth academy La Masia, a leading center for sports and human training for decades. With a can-do spirit, he played through the youth levels, onto the Barça B team and made his debut for the first team in 2010. Earning the respect of teammates and coaches, he became one of the captains of the Club since the 2018/19 season. It is his character and ability to set a good example that attracted SHISEIDO MEN to Sergi Roberto.

Statement by Sergi Roberto, FC Barcelona fourth captain

Upon being named Ambassador, Sergi Roberto said, "I am excited to have been chosen as the Ambassador of this unique partnership between SHISEIDO MEN & FC Barcelona. As someone who gives their all on the pitch and approaches life with an enthusiastic attitude, I am thrilled to align myself with a brand that shares my values. Other than competing, I am constantly inspired by the endless support from my family, friends and colleagues who enrich my life every day. Through this collaboration with SHISEIDO MEN, I want to inspire people to push past their limits to live boldly and explore their full potential."

The special movie, SHISEIDO MEN, featuring Sergi Roberto will be unveiled at the following site.

URL: <https://international.shiseido.co.jp/lp-shiseidomen.html>

ABOUT FC BARCELONA

FC Barcelona was founded in 1899 and is unique in many ways. The Club is owned by its more than 144,000 members. Since season 2004/05 they have won four of the Club's five Champions League titles and ten of their 26 domestic league titles. Due to its very special personality, Barça is recognized as being 'More than a club'. The team's distinctive style of play is projected around the world by the best players and coaches of their time in combination with the club's famous reliance on homegrown talent.

All of this goes hand in hand with its ongoing ambition to become the most admired, beloved and global sports institution on the planet. This mission is supported by such core principles as humility, effort, ambition, respect and teamwork. The club is also famed for its commitment to society, which is channeled through the FC Barcelona Foundation and its work to educate children through the positive values of sport. Such unstoppable growth in recent years has led to a global reach of more than 360 million fans on social media, the sports club with the most followers on social networks.

Facebook <https://www.facebook.com/fcbarcelona/>

Weibo <https://weibo.com/fcbarcelona?topnav=1&wvr=6&topsug=1>

WeChat Scan the QR code



ABOUT SERGI ROBERTO

SERGI ROBERTO, DEFENDER, No.20

When Sergi Roberto was 14 years old he traded the town of Reus for La Masia. The ex-Nàstic Tarragona midfielder improved year after year until he became a crucial player for Luis Enrique's Barça B team.

Sergi Roberto made his official debut for Barça on 10 November 2010 in a 5-1 Copa del Rey victory over Ceuta at Camp Nou. He continued to make the occasional appearance for the first team when required for the next two years, and was eventually promoted full-time to Gerardo Martino's team in the summer of 2013, with the number 24 on his back.

The versatile midfielder is now an experienced member of the team and in the 2017/18 season he extended his contract with the blaugranes. He can play in midfield or at right back and he will be part of the Club's history thanks to his historic sixth goal in the famous 6-1 comeback victory over PSG in the 2016/17 Champions League. Sergi Roberto is the youngest captain in FC Barcelona history.

Sergi Roberto Official Instagram <https://www.instagram.com/sergiroberto/?hl=ja>