
Press Release

Shiseido Strengthens its Creative Capabilities to Design the Beauty of the Future

- Establishment of Wholly Owned Subsidiary Shiseido Creative Company, Limited -

Shiseido Company, Limited (“Shiseido”) will make its Creative Division, which handles advertising and cosmetics package design, a wholly owned subsidiary established under the name of Shiseido Creative Company, Limited.

Aiming to “Be a Global Winner with Our Heritage”, Shiseido is “strengthening brands through innovative marketing and robust organization” to “rebuild the business foundation” as one of the pillars of its medium-to-long-term strategy “WIN 2023 and Beyond”.

While valuing the idea of creativity based in sensitivity as a source of corporate value, which Shiseido has cultivated since the establishment of its Design Department* in 1916, the new company aims to emerge as a creative group that designs new beauty of the future. The company will introduce a unique personnel system to maximize the performance of creators, enhance collaboration with external creators, strengthen recruitment of diverse global talents, and promote the creation of an environment where creators can fully concentrate on their creative activities. The new company is scheduled to be established on January 1, 2022.

* Design Department: Currently called Creative Division. A department established by Shiseido's first president Shinzo Fukuhara which is in charge of the designing and planning of advertising posters, product packages, etc.