



Notice of Establishment and Operation Commencement of Shiseido Creative Company, Limited

Shiseido Company, Limited (“Shiseido”) has spun off its Creative Division, which handles advertising and cosmetics package design, and established a wholly owned subsidiary under the name of Shiseido Creative Company, Limited, effective January, 2022.

About Shiseido Creative Company, Limited.

Shiseido Creative Company, Limited (“Shiseido Creative”) is a new company that will design a new beauty for the future while valuing the idea that creativity based on sensitivity will create corporate value, which Shiseido has cultivated since the establishment of its Design Department* in 1916. We, at Shiseido Creative, have defined our PURPOSE, which expresses our engagement with society and our *raison d’etre*, as “to bring inspiration to the world by believing in the power of beauty and creativity”, and aim to bring brands and people together, creating experiences to enjoy beauty and enriching people’s hearts and minds. We have also created a company logo representing the image of a sail stretched to catch the wind of the new era.

*Design Department: 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.



Shiseido Creative corporate website: <https://www.shiseidocreative.com/en/>

Company Profile

Company name: Shiseido Creative Company, Limited.

Location: 1-6-2 Higashi-Shimbashi, Minato-ku, Tokyo

Representative: Naomi Yamamoto

Main business: Total branding communication, from product design development to experience design

Capital: 100 million yen

Date of establishment: January 2022

Ownership: 100% owned by Shiseido Company, Limited.

Number of employees: 93 people (as of January 1, 2022)