

Shiseido Beauty Key Wins Awards at Red Dot Design Award 2023

~Contributing to the creation of data-driven customer experiences~

Shiseido's "Beauty Key," a membership service that offers personalized beauty solutions, won three awards at the Red Dot Design Awards 2023 (App, Brand Design & Identity, and Illustration categories), one of the three major design awards in the world. Beauty Key also won the GOOD DESIGN AWARD 2023, an award given to outstanding designs in Japan.

Beauty Key launched in September 2022 as Shiseido's official smartphone application that consolidates Shiseido's various membership services that used to be promoted by brand and sales channels such as stores and EC platform individually. The name "Beauty Key" expresses the idea that the application acts as "a key to opening the door to the attainment of personal beauty." Users can receive beauty services and membership benefits wherever they are and whenever they want. This time, the application was recognized not only for the beauty of its visual design that very much represents Shiseido, but also its user-friendliness for all ages and genders, and its accessibility and availability offering life-long support and solutions, also a brand concept of Beauty Key.

Shiseido entered into a strategic partnership with Accenture in 2021 and established a joint venture company, Shiseido Interactive Beauty Ltd. ("SIB") to promote the transformation and establishment of an organizational structure of a digital-driven business. Beauty Key was developed by SIB with the aim of creating and advancing a personalized customer experience through integrating online and offline data. Through these activities, SIB is promoting a business model innovation in the Japanese market in a bid to contribute to making Shiseido the No. 1 Global Data-Driven Skin Beauty Company.



Beauty Key



reddot winner 2023

Red Dot Design Award 2023

Benefits of the development and introduction of Beauty Key

Beauty Key has improved data analysis accuracy, enabling the company to have a more precise understanding of customer and sales structures. These have successfully been applied to in-store customer service activities, such as analyzing customer behavior and making proposals that meet latent consumer needs.

Red Dot Design Award

The Red Dot Design Award is a prestigious international design award founded in 1955 by Design Zentrum Nordrhein Westfalen in Essen, Germany. Awards are given to products that are recognized through a rigorous evaluation of design experts according to criteria such as innovation, functionality, and quality. <https://www.red-dot.org/>

GOOD DESIGN AWARD

The GOOD DESIGN AWARD is a comprehensive design evaluation and promotion scheme, following the Good Design Product Selection System (so-called G Mark System) established by the Ministry of International Trade and Industry in 1957. The aim of the GOOD DESIGN AWARD is not for it to be a competition merely on the beauty of products, but to discover good designs from the various fields around us and introduce those that advance the development of industry and the improvement of quality of life. As one of the world's largest and most successful design awards, the GOOD DESIGN AWARD has many companies and designers participating from Japan and abroad, and it is also supported by many people as a movement that introduces good designs throughout society. <https://www.g-mark.org/en>

Reference

[Shiseido's New Membership Service "Beauty Key" Launches to Support Attainment of Personal Beauty](#)
(Japanese only)

[Shiseido's Membership Service "Beauty Key" Wins GOOD DESIGN AWARD 2023](#)
(Japanese only)

Beauty Key website: <https://www.shiseido.co.jp/beautykey/>
(Japanese only)

Service introduction video <Function>

Japanese: <https://shiseido.box.com/s/z5ycf12ci53fmhomssrfmtvbmjx70ufq>

English: <https://shiseido.box.com/s/n15itnx6mwow2x9o9kc1udou4gecwza5>

Service introduction video <Emotion>

Japanese: <https://shiseido.box.com/s/lfa3b4bbn53k50bipqr2qlv6sxybz3mt>

English: <https://shiseido.box.com/s/1td56u11hb38bvoqbghe1rghpumi5djo>