

Press Release

“Shiseido Future University” Launches to Nurture Next Generation Leaders

- Developing global leaders in Shiseido's birthplace, Ginza -

Shiseido Company, Limited (“Shiseido”) opened its Shiseido Future University on November 30, 2023, in the company’s birthplace, Ginza, a new talent development facility that will nurture the next generation of Shiseido leaders. Shiseido Chairman and CEO Masahiko Uotani will serve as the founding dean.

Driven by the company’s philosophy of PEOPLE FIRST, Shiseido has bolstered its investment in human capital based on its belief that people are the most important asset of a company and increase corporate value. To date, Shiseido, as a company with global professionals gathered for value creation, has promoted various talent development initiatives, including the introduction of the job-grade-based HR system, acceleration of globalization and DE&I initiatives in talent, and training programs to enhance individual abilities.

The Shiseido Future University aims to develop leaders who have a sensitivity to beauty and richness of spirit befitting a beauty company, as well as have the most advanced, global business expertise in order for it to create new value and innovation in Shiseido’s unique way. The University will offer leadership programs originally developed for those who are selected from Shiseido Group companies in Japan and overseas and nurture them into the next generation of Shiseido leaders. The principle of the University is “Inspired by our Heritage & Building Our Future (- A leadership empowered to harness our inherited beauty DNA and transform it into a source of energy for the future -). Shiseido will develop future leaders who will deliver exceptional performance through envisioning the future themselves, increasing corporate value and achieving new innovation from a long-term perspective, all the while being inspired by the founder’s aspiration, Shiseido’s DNA, and heritage accumulated over the past 150 years.

University Logo

The Karakusa pattern, rooted in the Orient, has long evolved through a cross cultural mix of the East and West, absorbing various cultures and aesthetics. It encompasses universality and diversity, and it has continuously provided Shiseido with life beauty inspiration. While inheriting the visual identity yet going beyond the traditional company motif of “Shiseido Karakusa,” the logo is a symbol of future growth. The MIRAI KARAKUSA logo is designed with Shiseido Future University’s wish for the unleashing of the unlimited potential of human beings.

The University’s Design Concept and Facilities

The space design concept is “Resonator of Beauty and Knowledge.” The University provides a space where people from all over the world can interact casually and places various art work and Shiseido’s heritage throughout the building, encouraging the resonance of various elements, such as between people and people, intelligence and sensitivities, Japan and overseas, the past and the future, etc. At the same time, the University provides a “blank” space for learning. Being headquartered in Ginza, the company’s birthplace, as well as being a starting point for the University, the future of Shiseido will be created from here.



People touring Shiseido's heritage



MIRAI KARAKUSA floor



CAMELLIA presentation room

- Shiseido Future University concept movie "Our Future" [Click here](#)