

Shiseido Expands Beauty Showcase at Fukuoka Airport

Enhancing Brand Presence through a Global Showcase

Shiseido Company, Limited (“Shiseido”) has completed a major expansion and renovation of its beauty counter featuring brands from the Shiseido Group in conjunction with the grand opening of Fukuoka Airport’s International Terminal Building in March 2025. The new counter boasts five times the previous retail area, making it one of the largest beauty presences at the airport. The lineup now includes 11 brands—four newly added—each presented in unique brand-themed displays, offering travelers a premium and personalized experience rooted in Japanese *omotenashi* (hospitality).

As the largest airport in southern Japan, Fukuoka Airport is gaining popularity as an "emerging destination" for travelers visiting Japan beyond Tokyo, Kyoto, and Osaka. With anticipated new direct connections to South Korea, Taiwan, Hong Kong, mainland China, and Southeast Asia, it is poised to expand as a key travel hub. This strategic expansion aligns with Shiseido’s "Action Plan 2025-2026," which aims to establish a resilient business model to drive sustainable profit growth amid volatile market conditions. As part of the company’s Travel Retail business strategy, the upgraded counter will serve as a global platform to meet diverse traveler needs while amplifying Shiseido’s brand values rooted in Japanese aesthetics and culture. Through this expansion, Shiseido seeks to deepen engagement with customers worldwide and elevate its global presence.



Shiseido Travel Retail showcases its portfolio of brands at a newly renovated Fukuoka Airport

Shiseido Beauty Counter at Fukuoka Airport

Brands Available: SHISEIDO, Clé de Peau Beauté, NARS, ISSEY MIYAKE PARFUMS, narciso rodriguez, ANESSA, BAUM, ELIXIR, THE GINZA, IPSA, and Serge Lutens



Retail spaces of brands Clé de Peau Beauté, THE GINZA, SHISEIDO, ELIXIR, and ANESSA



Retail spaces of brands SHISEIDO and BAUM

About Shiseido's Travel Retail Business (<https://corp.shiseido.com/en/tr/>)

Travel Retail is one of Shiseido's key global businesses, with headquarters in Singapore and regional offices in Tokyo, Shanghai, Hong Kong, Paris, Dubai, and Miami. Operating across airports, downtown duty-free stores, onboard airlines, and ferries, the business is committed to delivering unique value for travelers and driving sustainable brand growth worldwide.