

Press Release

Shiseido's Creative Work Featured as Official Visual for UN Women's "Unstereotype" Exhibition on Gender Equality

Challenging Everyday Stereotypes Through the Power of Advertising

Shiseido Company, Limited (hereinafter referred to as "Shiseido") will contribute advertising works created by its in-house creative team to the International Women's Day exhibition "Unstereotype," hosted by UN Women. A visual created specifically for this exhibition by Shiseido will be presented at the unveiling ceremony on March 2, 2026, at the United Nations University in Tokyo, Japan.

The exhibition is held as part of the Unstereotype Alliance, a global initiative led by UN Women that promotes gender equality through media and advertising. It seeks to foster dialogue toward the realization of a society that embraces diverse expressions of individuality, encouraging each visitor to leave with a new perspective.

Overview of the "Unstereotype" Exhibition

March 8, International Women's Day, is a day dedicated to reaffirming a global commitment to gender equality. For one month surrounding International Women's Day, UN Women will hold an exhibition that challenges stereotypes embedded in advertising, creative expression, and everyday life at the United Nations University. As a member of the Unstereotype Alliance Japan, Shiseido will contribute visuals on the theme of gender equality. The visuals were created on a pro bono basis by its in-house creative team responsible for Shiseido Group cosmetics advertising.

【Dates】 March 2–31, 2026

【Venue】 United Nations University Gallery (5-53-70 Jingumae, Shibuya-ku, Tokyo)

【Admission】 Free

【Organizer】 UN Women

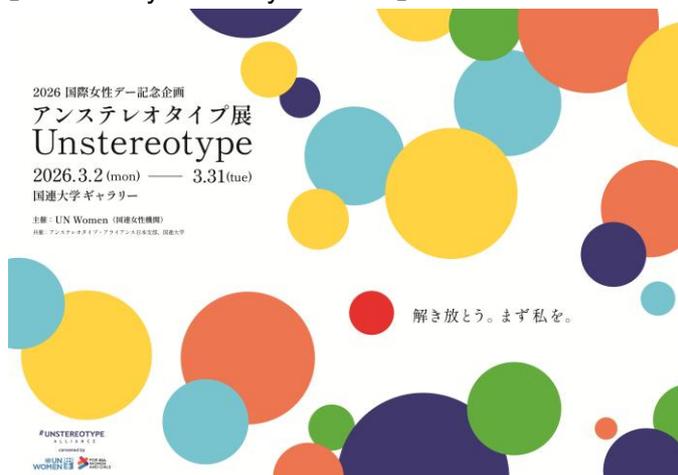
【Co-organizer】 Unstereotype Alliance Japan

【Creative Support】 Shiseido Company, Limited

【Details】 Unstereotype Alliance Japan website

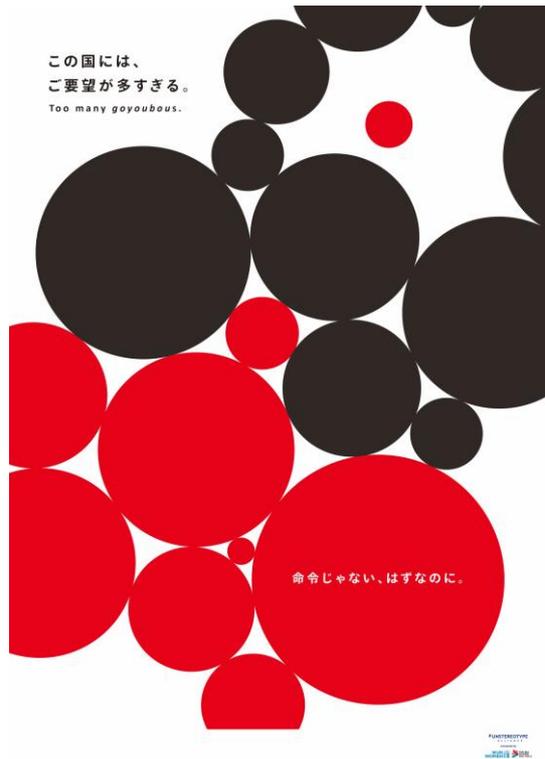
<https://www.unstereotypealliance.org/en/membership/national-chapters/japan>

【Exhibit Key Visual by Shiseido】



Creative Director/Copywriter: Kaori Akaboshi; Designer: Taiyo Naruse; Project Management Director: Marino Muneyuki; Project Manager: Miyako Yamada (all Shiseido Company, Limited)

【Works Contributed by Shiseido】



Creative Director/Copywriter: Kaori Akaboshi; Art Director: Maria Hirokawa; Designer: Taiyo Naruse; Project Management Director: Marino Muneyuki; Project Manager: Kiri Usui; Project Manager: Miyako Yamada (all Shiseido Company, Limited)

Collaboration Between the Unstereotype Alliance and Shiseido

The Unstereotype Alliance is a global initiative convened by UN Women and launched in 2017 at the Cannes Lions International Festival of Creativity to end harmful stereotypes in media and advertising. The initiative aims to harness the power of advertising to drive positive change and remove harmful stereotypes from society. In doing so, it also contributes to the achievement of the Sustainable Development Goals (SDGs), particularly Gender Equality (SDG 5). The Japan National Chapter was established in 2020, and Shiseido joined in 2023.

Shiseido has supported global initiatives to advance gender equality for many years. In 2010, Shiseido signed the Women's Empowerment Principles (WEPs), a joint initiative of UN Women and the United Nations Global Compact. In 2017, it joined "HeForShe," a UN Women-led solidarity initiative for gender equality. Through these efforts, employees and executives across the organization have actively contributed to advancing gender equality. As a member of the Unstereotype Alliance Japan, Shiseido engages in dialogue on inclusive advertising and marketing. Shiseido has identified "Advancing Gender Equality" as a key strategic action within the social domain of its sustainability strategy, and aims to support one million people by 2030, building on the findings and expertise gained through its longstanding efforts.

To coincide with International Women's Day, Shiseido will host "Diversity Week for Gender 2026," an event dedicated to advancing gender equality. As a company striving to lead efforts toward greater gender equality in Japan, Shiseido will continue to advance its initiatives and strengthen its support for the empowerment and success of diverse talent.

Diversity Week for Gender 2026: Key Initiatives

< Initiatives for Broader Society >

- Shiseido DE&I Lab Symposium 2026
"Inclusion Through the Lens of Gender Equality — Creating Workplaces Where Everyone Can Thrive"
Established in 2023 as an internal research organization, the Shiseido DE&I Lab* will host an online public symposium to share evidence-based insights and practical applications from its research and Shiseido's initiatives on leveraging diverse talent as an organizational strength. Through this initiative, Shiseido will further strengthen its efforts to promote gender equality across Japanese society.
➤ URL: <https://corp.shiseido.com/deilab/en/news/20260218.html>
The archived video will be available to the public on the website after the symposium.
- Event Co-Hosted with a Women's Career Support Organization
"Restarting After a Career Break: Makeup Lessons & Self-Reflection Workshop"
Shiseido will co-host a workshop for women currently on a career break due to circumstances such as a partner's relocation, childcare, or caregiving responsibilities. Through beauty seminars (makeup and skincare) led by Shiseido and self-reflection sessions facilitated by the partner organization, the program supports participants as they prepare to restart their careers in a way that works best for them.
➤ URL: <https://my.coichigo.com/landing/shiseido-event-2025-v2> (Available in Japanese only)
- Bunkyo City International Women's Day Program Featuring a Speaker from Shiseido
"Gender Equality: Where We've Been and Where We're Going"
A Shiseido Group employee leading DE&I initiatives will participate in a symposium commemorating the 10th anniversary of the partnership between Bunkyo City and UN Women. Through collaboration with the local government, Shiseido is committed to helping build a society where everyone can live true to themselves.
➤ URL: <https://www.city.bunkyo.lg.jp/b005/p007765.html> (Available in Japanese only)

<Initiatives for Employees>

- Shiseido will host internal events, including a career talk for employees by Shiseido's women executives, "Step Forward with Confidence: Finding Your Career Path with Women Executives," as well as an expert lecture highlighting key points for recognizing gender-based violence. Shiseido Group employees in Japan and overseas will participate in these events, which are designed to provide an opportunity to deepen their understanding of gender equality.

* Since its launch in 2023, the Shiseido DE&I Lab has partnered with Professor Shintaro Yamaguchi of the University of Tokyo to conduct empirical research on how diverse talent contributes to organizational performance.

Shiseido DE&I Lab

<https://corp.shiseido.com/deilab/en/>

Shiseido Sustainability "Advancing Gender Equality"

<https://corp.shiseido.com/en/sustainability/society/gender-equality1/>