

Press Release

Shiseido Wins Two Golds at ADFEST 2026

Another milestone after its Grand Prix win at Spikes Asia



“TRACES OF TRANCE”



“BEST AFTER 2055”

Shiseido Company, Limited (“Shiseido”) has won two Gold awards at ADFEST 2026, the Asia-Pacific Advertising Festival, held in Pattaya, Thailand.

The theatre curtain artwork “TRACES OF TRANCE,” created to commemorate the 100th anniversary of the Shinbashi Enbujo Theatre, received a Gold Award in the Print & Outdoor Craft category, a Silver Award in the Design category, and recognition in the Lotus Roots category. In addition, “BEST AFTER 2055,” a project dedicated to preserving the food culture of Ogi Island, received a Gold Award in the Design category.

Furthermore, Shiseido Creative Company, Limited was named Independent Agency of the Year in the Lotus Special Awards at ADFEST 2026. This award recognizes the independent agency with the most outstanding achievements across the Asia-Pacific region.

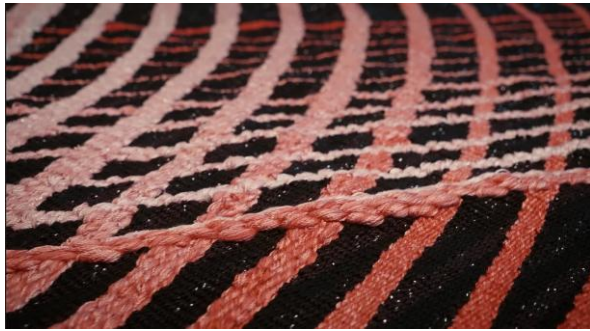
Founded in 1998, ADFEST is an international creative festival that celebrates both creative excellence and cultural diversity across the Asia-Pacific region. This year, 1,405 entries were submitted. Among them, 34 finalists were selected in the Print & Outdoor Craft category and 93 in the Design category.

In addition, “BEST AFTER 2055” previously won the Grand Prix in Design at Spikes Asia 2026, one of the region’s largest advertising communications festivals.

Shiseido will continue to create and communicate unique corporate value through co-creation across diverse fields, while pursuing initiatives that contribute to a richer society.

About the Award-Winning Work “TRACES OF TRANCE”

- Overview: A theatre curtain donated by Shiseido to commemorate the 100th anniversary of the Shinbashi Enbujo Theatre. The work is inspired by the flowing traces of movement in “Mai,” a traditional Japanese dance form.
- Project page (Japanese) : <https://www.shiseidocreative.com/creation-celebrating-shibashi-enbujo-100th>



“TRACES OF TRANCE” project visual

About the Award-Winning Work “BEST AFTER 2055”

- Overview: A project to preserve “Ogi Miso,” a traditional food culture at risk of disappearing, by canning it and passing it on to future generations 30 years from now.
- Project page (Japanese) : <https://www.shiseidocreative.com/bestafter2055>



“BEST AFTER 2055” project visual

Related Releases

- Shiseido Donates a “Mai”-Inspired Theatre Curtain to Mark the 100th Anniversary of the Shinbashi Enbujo Theatre (Japanese)
<https://corp.shiseido.com/jp/news/detail.html?n=00000000004006>
- Shiseido Wins Two Awards, Including Grand Prix, at Spikes Asia 2026
<https://corp.shiseido.com/en/news/detail.html?n=00000000004156>