

Shiseido Launches Max Mara Le Parfum, Strengthening Its Global Fragrance Portfolio

First Fragrance Created Under the Long-Term Partnership with Max Mara

Shiseido Company, Limited ("Shiseido") today announced the global launch of Max Mara Le Parfum, the first fragrance developed under its long-term partnership with Max Mara. Beginning August 24, the fragrance was introduced through select retail partners across North America and Europe before rolling out from September 1 across 50+ markets worldwide.

The launch marks an important milestone in the partnership announced in 2024 and reflects the shared ambition of Shiseido and Max Mara to combine their respective expertise, creativity, and commitment to quality. Through this collaboration, the two companies bring together Max Mara's distinctive style and enduring design codes with Shiseido's expertise in fragrance innovation, development, and global distribution, expanding their global offering to consumers worldwide.



Max Mara Le Parfum

Le Parfum Launch and Shiseido's Fragrance Business

Fragrance continues to be one of the fastest-growing categories in the global prestige beauty market, with demand expanding across generations. Consumers are increasingly embracing fragrance as a form of self-expression, resulting in sustained category growth and new opportunities emerging worldwide.

Against this backdrop, Shiseido continues to strengthen its fragrance business through a portfolio of distinctive prestige brands with strong consumer appeal across markets and generations. Leveraging the expertise of its Center of Excellence of Fragrance in Paris, Shiseido has built a portfolio including ISSEY MIYAKE, narciso rodriguez, ZADIG & VOLTAIRE, Serge Lutens, Tory Burch, and SHISEIDO fragrances. These brands each have distinctive identities and market positioning, enabling Shiseido to offer a wide range of fragrance creations developed through world-class craftsmanship across multiple consumer segments.

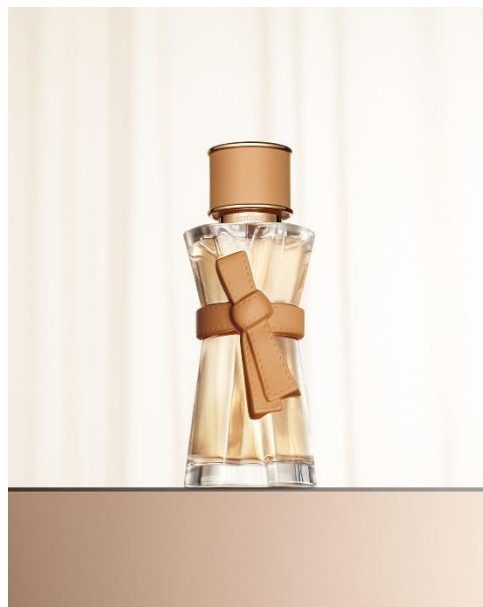
As the first fragrance introduced under the partnership with Max Mara, Le Parfum adds a new expression to Shiseido's portfolio of prestige fragrance brands, further broadening its offering to consumers worldwide.

Yaël Tuil, President Global Fragrances at Shiseido, commented, "Le Parfum marks a defining milestone in the partnership between Shiseido and Max Mara. Rooted in our shared commitment to quality, craftsmanship, and innovation, this first fragrance captures the distinctive values of the House through a new olfactory and design expression. We are proud to bring this creation to consumers around the world."

Overview of Le Parfum

Celebrating its 75th anniversary this year, Max Mara is recognized for its timeless designs, exceptional quality, and distinctive style. Founded in 1951, the brand has become synonymous with elegance, craftsmanship, and enduring design, creating collections that empower women through confidence, sophistication, and modernity.

Inspired by this vision, Max Mara Le Parfum has been conceived as an "invisible coat" for the remarkable woman: contemporary, confident, and independent. Reflecting Max Mara's attention to detail and refined aesthetic, the fragrance translates iconic brand codes into a distinctive olfactory creation.



The fragrance combines an abundance of woods, including sandalwood and cedarwood, wrapped in tuberose absolute and complemented by the warmth of vanilla. Reflecting Max Mara's attention to detail and craftsmanship, the bottle is entirely made of glass, and features a lacquered belt at its center. Max Mara Le Parfum is certified vegan and composed of 90% natural-origin ingredients, reflecting a commitment to refined quality and modern craftsmanship.

Looking Ahead

In 2026, Shiseido will prioritize Europe, North America, and Asia Pacific, and in 2027, China, Japan, and Latin America as strategic growth markets for Max Mara Le Parfum, supporting its long-term and truly international development.

Through the continued development of the Max Mara fragrance franchise, Shiseido aims to further enhance its prestige fragrance portfolio and strengthen its global fragrance business.

As consumer demand for prestige fragrances continues to grow worldwide, Shiseido will continue investing in innovation, craftsmanship, and brand building. The launch of Max Mara Le Parfum marks an important milestone in the long-term partnership between Shiseido and Max Mara and further reinforces Shiseido's ambition to strengthen its position in the fragrance category.