

**With the SHISEIDO Brand’s Innovation,  
Shiseido to Organize “BEAUTY CROSSING GINZA ~ Ginza + La Mode + Shiseido ~”**

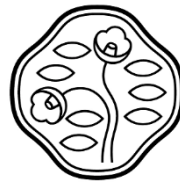
Shiseido’s brand “SHISEIDO,” which is available in 88 countries and regions of the world, will promote brand innovation starting in January 2016. Adding “GINZA TOKYO,” namely, the heart of the brand, to the logo as part of an initiative to create a new brand story and future, it will transform itself into a brand originated in Ginza, Tokyo and a brand that takes over Shiseido’s identity most vigorously.

With this as a start, at four bases that communicate culture, namely, the Shiseido Gallery, the Shiseido Parlour, SHISEIDO THE GINZA and the Shiseido Ginza Building, we will concurrently organize the event titled “BEAUTY CROSSING GINZA ~ Ginza + La Mode + Shiseido ~,” with the Hanatsubaki (Camellia) logo, which is the symbol of Shiseido and its brand “SHISEIDO,” and “GINZA” as the themes, from Friday, January 8, 2016 through Tuesday, March 15, 2016.

In this project, we will express the view of the world of SHISEIDO, which transforms itself into new one, while displaying pieces of art produced, inspired by the brand’s message, and our products, advertisements and the camellia logo, which are the proof that Ginza and Shiseido have created culture of makeup and fashion over the years as well.



New “SHISEIDO” Brand Logo



Camellia logo



An ad visual of the New SHISEIDO  
Ultimune

Title logo of the “BEAUTY CROSSING GINZA ~ Ginza +  
La Mode + Shiseido ~”

**Overview of the Project and Time Schedule**

Name of the Venue	Overview of the Project	January	February	March
Shiseido Gallery	<b>The transitions of the town of Ginza and women’s figures, and Shiseido</b>	Jan. 8-28		
Shiseido Parlour	<b>Tableware with the camellia logo engraved in the early Showa period</b>	Jan. 8 – Mar. 15		
SHISEIDO THE GINZA	<b>POS display with the camellia logo as a motif</b>	Jan. 8 – Mar. 15		
Shiseido Ginza Building	<b>“A contemporary scroll painting of 100 camellia figures” that speaks of the logo’s 100-year history</b>	Jan. 8 – Mar. 15		

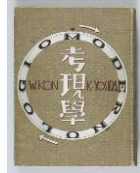
We will exhibit fine arts inspired by the view of the world of SHISEIDO, which transforms itself into new one, and “sympathy,” Shiseido’s products, advertisements and the town of Ginza by employing a three-dimensional collage technique.

<The Highlights of the Themes>

- (1) Japan’s Westernization Movement and the Rokumeikan Style
  - Fashion illustrations drawn for the project by Ms. Yukako Izawa\*1 are projected on the staircase landings and walls.
  - Colored woodblock prints of the *Ginza Renga Gai* (brick town)
- (2) *Ginbura* (a stroll in Ginza) and Modern Boys and Girls
  - Valuable materials that show the mode of life in those days, such as “Modernologio” (by Mr. Wajiro Kon/ Mr. Kenkichi Yoshida) (Can be viewed on an iPad)
  - “Shiseido Graph,” ‘window back posters,’ etc.
- (3) The Tokyo Olympic Games and *Miyuki-zoku* (Miyuki tribe)
  - Panoramic photos of Ginza in the 1950s from “Ginza Kaiwai Album Ginza Haccho” (by Mr. Shohachi Kimura)
  - Window display models of lip art
  - Triptych photographs of Ginza taken for the project by Mr. Kunihiko Katsumata\*2
- (4) SHISEIDO GINZA TOKYO
  - “BEAUTY IS EMPATHY” fine arts inspired by the SHISEIDO brand’s message and produced by Mr. Robert Montgomery\*3 and advertisement visuals for the new SHISEIDO Ultimune



(1) Illustration by Ms. Yukako Izawa



(2) Modernologio



(3) Photographs by Mr. Kunihiko Katsumata



(4) Works by Mr. Robert Montgomery

- Duration: Friday, January 8 - Thursday, January 28, 2016 Admission Free
- Opening Hours: Tuesday through Saturday: 11:00 - 19:00 Sunday and Holidays: 11:00 – 18:00
- Closed on Monday \*Closed on Monday if it falls on a holiday.
- Address: B1F, Tokyo Ginza Shiseido Bld., 8-8-3, Ginza, Chuo-ku, Tokyo
- TEL: 03-3572-3901

**Shiseido Parlour**

Tableware with the camellia logo engraved in the early Showa period will be displayed on the 1<sup>st</sup> floor.

- Duration: Friday, January 8 – Tuesday, March 15, 2016
- Opening Hours: 11:00 – 21:00
- Open Seven Days a Week \*Closed on Monday, February 15, 2016 due to the maintenance of the building.
- Address: 1F, Tokyo Ginza Shiseido Bld., 8-8-3, Ginza, Chuo-ku, Tokyo
- TEL: 03-3289-2099 (Shiseido Parlour Co., Ltd. Public Relations Group)

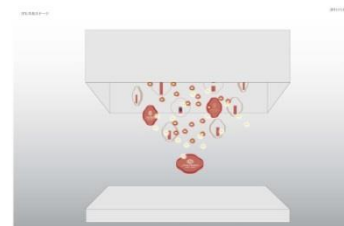


Tableware with the camellia logo engraved

**SHISEIDO THE GINZA**

POS display with the camellia logo as a motif will be displayed.

- Duration: Friday, January 8 – Tuesday, March 15, 2016
- Opening Hours: 11:00 – 20:00
- No scheduled holidays
- Address: 7-8-10, Ginza, Chuo-ku, Tokyo
- TEL: 03-3571-7735



An image of the camellia logo motif exhibited in the center stage

**Shiseido Ginza Building**

“A contemporary scroll painting of 100 camellia figures” that speaks of the logo’s 100-year history will be exhibited.

- Duration: Friday, January 8 – Tuesday, March 15, 2016; Admission Free

- Opening Hours: 9:00 - 19:00
- Closed on Saturdays, Sundays, and national holidays
- Address: 1F-3F, Shiseido Ginza Bld., 7-5-5, Ginza, Chuo-ku, Tokyo
- TEL: 03-3575-5431(Shiseido Co., Ltd. Corporate Culture Department)

An attachment for a dresser made by Shiseido (from the 100 camellia Figures)



\*1 Ms. Yukako Izawa

Ms. Yukako Izawa was born in Tokyo in 1982. She graduated from the Department of Painting (Oil Painting Course), Faculty of Art and Design at Tama Art University in 2005 and works as a watercolor painter, illustrator and designer. She is deeply interested in relation between water and people, expressing a swinging world between fantasy and daily life in her works. She has held many exhibitions, including “Mizuoto” (water sound; Galleria AONEKO, 2015). She received the July’s Special Prize of Sompo Japan Art Award in 2015.

\*2 Mr. Kunihiko Katsumata

Mr. Kunihiko Katsumata was born in Shizuoka Prefecture. After graduating from the Faculty of Law at Waseda University and then Inter Medium Institute, he became a photographer. He has held many exhibitions, including “Unconsciousness of the City” (the National Museum of Modern Art, Tokyo, 2013). With “Time,” “Light,” and “Place” as the themes, he has created arts aware of the structure of photographs. He received the Newcomer’s Award by the Photographic Society of Japan in 2005.

\*3 Mr. Robert Montgomery

Based in London, Mr. Robert Montgomery creates arts and exhibits them at art facilities mainly in Europe. In order to deliver his message to the general public, he likes to exhibit and present his poems at a square and other public spaces. His simple works consisting of white letters on the black background include words that work on the people’s subconscious, his own questions, and sentences with sympathy as a theme.

<<Concurrent Events>>

- The visitors to the Shiseido Gallery or the Shiseido Ginza Building will be given a sample ticket to be used at the SHISEIDO counter in the Ginza Mitsukoshi or Matsuya Ginza department store.\*4

\*4 The SHISEIDO Ultimune Power Infusing Concentrate 5 mL sample will be given following counseling. This will end as soon as samples have run out.

- The customers who had counseling at the SHISEIDO counter in the Ginza Mitsukoshi or Matsuya Ginza department store will be given our original magnet commemorating this project at the Shiseido Gallery or the Shiseido Ginza Building.

- Starting on January 1, 2016, the SHISEIDO Ultimune Power Infusing Concentrate Kit (suggested retail price: 7,000 ~ 12,000 yen, excluding taxes)\*5 will be available in a limited quantity at the SHISEIDO counter across the nation and SHISEIDO THE GINZA.

\*5 A limited set of an original red mirror sporting the brand color with the camellia logo and either one of the SHISEIDO Ultimune Power Infusing Concentrate 30 mL, 50 mL, 50 ml refill and the SHISEIDO Ultimune Power Infusing Eye Concentrate.



Original magnet



SHISEIDO Ultimune Power Infusing Concentrate Kit

[Reference]

Relationship between the Town of Ginza and Shiseido

Ginza is the town that has consistently sent out trend-conscious and highly tasteful and creative merchandise and related information throughout Japan and kept creating new fashion trends and reflecting leading-edge lifestyles since the nation’s Westernization movement in the Meiji era. In addition, even today, it attracts a great many people from both home and abroad as a source of fads and culture in Japan and in 2016, a landmark commercial complex building is expected to be completed. It is a town that will continue to change down the road.

Shiseido was founded as a Western-style pharmacy in 1872 when the construction of the Ginza Renga-gai started. Since then, it has consistently communicated a new mode of life and culture from Ginza to the rest of the nation. The cosmetics department of Shiseido (the predecessor of SHISEIDO THE GINZA), which was set up 100 years ago, the Shiseido Parlour and the Shiseido Gallery have played a role of the company’s base that communicates culture in Ginza.

#### About the “Camellia Logo”

Shiseido’s first president Sinzo Fukuhara came up with the first draft in 1915 and designers in the Design Department (currently, the Advertising and Design Department), which was set up in 1916, finalized it as the logo that symbolizes Shiseido. “What serves as the visual origin in corporate policy is a logo and logotype. This represents none other than Shiseido’s symbol of all the efforts that the company has exerted over the past century. The symbol of conscience and the symbol of Shiseido’s sentiment,” said Fumio Yamana, who created a Shiseido style based on a female figure by using flowing curved lines and arabesque design, in “Shiseido’s Design Policy” (1971). The design of the camellia logo has continuously been evolving and been handed down as Shiseido’s symbol up until today.

#### About the “SHISEIDO” Brand

With the belief that “Beauty has the power to make the world a better place,” SHISEIDO, the brand that is available in a total of 88 countries and regions of the world, will deliver a new brand story and future to customers with “sympathy” as the keyword.

In the contemporary world characterized by drastic changes where urbanization and globalization are gaining momentum, “beauty” gives us confidence to face a wide range of challenges, it is the power to live per se and it encourages us to connect one person with another as well. And SHISEIDO believes that when we recognize diverse styles of beauty and respect each other’s beauty, “sympathy” is generated.

In order to generate “sympathy” with the customers from around the world, SHISEIDO will revamp its products, advertising visuals, models, sales counters, brand logo and others on a one-by-one basis starting in January 2016, thereby transforming the brand into new one that is originated in Ginza, Tokyo.

Furthermore, with SHISEIDO as a brand that takes over Shiseido’s identity most strongly, we will leverage the camellia logo, the symbol of SHISEIDO, in implementing brand communication more vigorously than before.

#### About the SHISEIDO Ultimune


As an item that symbolizes the “SHISEIDO” brand, we launched the SHISEIDO Ultimune Power Infusing Concentrate in various countries and regions on a full scale in September 2014. Since then, the serum, which was developed based on the new idea of “bringing out the skin’s innate power” and many years of research on dermatological science, has received a positive response from a large number of users throughout the world.

In September 2015, we released the Ultimune Eye Power Infusing Eye Concentrate in the eye care category, which has the second largest demand after the serum category, and a refill of the Ultimune Power Infusing Concentrate.

The Ultimune products are available at approx. 230 department stores nationwide, via SHISEIDO’s comprehensive beauty website “Watashi+” and at SHISEIDO THE GINZA in Japan.

#### [List of Products]

\* The price is the suggested retail price.

Name of Product	Classification	Volume	Price
SHISEIDO Ultimune Power Infusing Concentrate	Serum	30mL	8,000 yen (8,640 yen including tax)
		50mL	12,000 yen (12,960 yen including tax)
SHISEIDO Ultimune Eye Power Infusing Eye Concentrate	Serum (For eye)	15g	7,000 yen (7,560 yen including tax)
SHISEIDO Ultimune Power Infusing Concentrate (Refill)	Serum	50mL	11,500 yen (12,420 yen including tax)
