

Shiseido opens new Global Design Center in Singapore

By **Hibah Noor** on November, 15 2016 | Industry News



Shiseido Travel Retail has opened a dedicated Global Design Center, located in its headquarters in Singapore, to serve all its design and creative needs in-house.

Unveiled on October 1, the design hub will centralize the development of creative assets and brand collateral, aimed at delivering and maintaining a strong and consistent expression of Shiseido's brands in travel retail worldwide, the company said.

The Global Design Center will lead Shiseido Travel Retail's development in three main areas.



Retail Design & Project Management: Create inspiring store counter designs that are tailored to the needs of the global shopper, and implemented in a standardized fashion worldwide to enhance the retail experience and facilitate sell-through;

Visual Merchandising: Manage and provide impactful visual merchandising toolkits and point-of-sale materials;

Creative Studio: Advise, adapt and develop visual, digital and packaging assets to support travel retail-specific needs.

“At Shiseido, we strive to nurture strong brands, and key to this is maintaining brand consistency across all consumer touch points,” Shiseido Travel Retail Vice-President Marketing Elisabeth Jouguelet said.



“We want traveling consumers to have the same outstanding retail experience across all our locations globally, and this starts with ensuring that the right visual elements are in place. With the Global Design Center, we will be able to fully express the individual brand identities within our portfolio in an aesthetically coherent manner that stays true to their unique DNA and positioning, while optimizing the way travelers shop in-store,” she added.

For the TFWA World Exhibition in Cannes last month, the Global Design Center conceptualized two of Shiseido’s booths, and the result was a minimalist design that expressed the essence of Shiseido, using traditional Japanese washi paper, in an homage to its origins.

The name Shiseido originated from a passage in the Chinese Confucian classic Yi Jing (Book of Changes) which says: “Praise the virtues of the Earth, which nurtures new life and brings forth significant values.”



This naturality is represented by the washi paper, a key material in traditional Japanese interior architecture, and often used in religious rituals at the Shintō shrines.

The two Shiseido booths in Cannes were decked out in thousands of strips of white washi paper, expressing the richness of life. “This life is created by movement,” Jouguelet explained. “The fluttering washi strips make for a continuously evolving decor, which is also a reflection of Shiseido’s constant transformative process - more than 140 years of innovation and many more years of creation to come.”

The TFWA World Exhibition marked a new stage of growth for Shiseido as it unveiled an expanded presence with three booths, including one for Dolce & Gabbana - the latest prestige brand to join the company’s fast-growing portfolio.

“This year’s TFWA Cannes show was a tremendous opportunity for Shiseido Travel Retail to showcase the progress we have made in 2016 so far. The opening of the Global Design Center is another milestone in our Vision 2020 roadmap and we look forward to unveiling more exciting projects in future, beginning with a new travel retail counter design for Shiseido in 2017,” Jouguelet said.