

# Shiseido delights travelers with exclusive airport experience in Japan

By **Hibah Noor** on September, 11 2018 | Fragrances, Cosmetics, Skincare & Haircare



Shiseido's Ultimune Power Infusing Concentrate and 24-hr Defense Mist Duo featured in All Nippon Airways' inflight magazine



Shiseido's Ultimune outpost at Kansai Airport in Japan

Shiseido's #StrongSouls campaign is continuing its global journey with renewed emphasis on the popular 24-hr Defense Mist Duo, the brand's first-ever product developed exclusively with travelers in mind.

For the month of August, outposts appeared in various locations across Japan, including Tokyo Narita, Kansai, Fukuoka and Chubu airports, as well as Downtown Lotte in Tokyo's Ginza district.

Travelers could have a skin immunity check, sample the Ultimune Power Infusing Concentrate and experience the travel retail exclusive 24-hr Defense Mist Duo.

Shiseido Travel Retail Vice President of Marketing and Innovation Elisabeth Jouguelet said: "The 24-hr Defense Mist Duo has been a runaway success, so we are thrilled to bring it directly to our traveling customers, enabling them to experience the benefits first-hand and continue on their journey with revitalized skin."

The 24-hr Defense Mist Duo is described as having the moisturizing ability of a skincare cream, keeping skin hydrated, radiant and supple in the air and on the go.

The limited-edition Japan 24-hour Defense Mist Duo was designed by Japanese contemporary artist ShiShi Yamazaki.

Yamazaki designed limited editions for five countries – Thailand, Singapore, the US, Hong Kong and Japan – which feature her signature ShiShi girls in different country-specific outfits, along with distinctive country icons to create a sense of place and exclusivity.

Yamazaki's involvement continues Shiseido's Beauty X Art collaboration, which highlights the work of emerging artists.

To connect with travelers, Shiseido struck an exclusive partnership with All Nippon Airways. The Japanese airline promoted the Ultimune Power Infusing Concentrate and 24-hr Defense Mist Duo through its inflight magazine and movie, website, WeChat, Weibo and Alipay platforms.

Shiseido Travel Retail partnered with key retailers Sunrise, DFS, Shilla, King Power, CNSC as well as key opinion leaders like Lin Jia Xi, Bu Shi Mo Gu and Mei Qi Shi Wo to amplify the launch of the 24-hr Defense Mist Duo via traditional social media platforms (Facebook and Instagram) and popular Chinese platforms such as WeChat, Weibo and Little Red Book.