

Shiseido speeds up growth with new office hub in Singapore

By **Rebecca Byrne** on January, 15 2019 | Fragrances, Cosmetics, Skincare & Haircare



The new office hub will house the global headquarters for Shiseido Travel Retail, the regional headquarters of Shiseido Asia Pacific and the affiliate office of Shiseido Singapore

Shiseido Travel Retail has opened its new office in Singapore, located in the heart of Singapore's Central Business District.

The move is part of the Shiseido Group's Vision 2020 corporate transformation, as the company focuses on accelerating growth in the second phase of its medium-to-long-term strategy.

The new office hub, which opened at an event on January 15 in the presence of *Asia Duty Free* magazine, will house the global headquarters for Shiseido Travel Retail, the regional headquarters of Shiseido Asia Pacific and the affiliate office of Shiseido Singapore.

This structure facilitates flexible and agile decision-making, enabling Shiseido to achieve significant growth through marketing activities attuned to the needs of global travelers and regional consumers, the company said.

As the company continues to build for the future, Shiseido Travel Retail is committed to increased

investment in its brands, talent development, beauty innovation and business activities that will positively and sustainably impact society.

The new office will house three dedicated facilities:

- Asia Learning Centre, a first-of-its-kind dedicated facility that will train approximately 2,000 Shiseido employees from Asia Pacific, Travel Retail, Japan and China each year. Its programs aim to develop leadership, function-specific and innovation skills and behaviors that are critical in supporting growth and bringing out the best from employees;
- Asia Pacific Innovation Centre, which will enable open-source innovation, Asia Pacific consumer research, as well as create and localize a portfolio of highly specialized products for the Asian market and climate.
- Life Quality Beauty Centre: This facility will provide private, specialized make-up consultations to consumers with significant skin concerns such as port-wine stains, nevus, scars, vitiligo and changes in appearance due to the side effects of medical treatment. Shiseido has helped consumers with serious skin concerns since 1956, when many in Japan suffered from serious skin burns post-war, by developing a foundation called Shiseido Spots Cover.

Shiseido Travel Retail and Shiseido Asia Pacific first established their presence in Singapore in 2015 and 2016, respectively. The employee base has almost doubled to over 250, with nationalities spread across 17 countries.

Current forecasts estimate that the beauty segment in Asia Pacific represents a potential market size of USD\$26 billion by 2021, Shiseido said, adding: “The proximity of Shiseido Travel Retail aims to empower and guide the team alongside this growth.”

Philippe Lesné, President & CEO, Shiseido Travel Retail, said: “As we continue our trajectory towards achieving our Vision 2020 goals, this new modern office for Shiseido Travel Retail aims to be a place of innovation, creativity and collaboration for our global and Asia teams. We hope that this office will be a place to inspire our team and partners in new ways of thinking, continuing our journey in finding new and fresh methods of engaging our hyper-connected travelers and pioneering new forms of retail entertainment.”