

The Japanese art of beauty

By **Jas Ryat** on June, 27 2019 | Fragrances, Cosmetics, Skincare & Haircare



Shiseido Travel Retail's lush Shiseido Forest Valley retreat in the heart of Jewel Changi Airport, Singapore (Picture: © teamLab)

Shiseido Travel Retail has had an eventful year. One of the biggest highlights is the SHISEIDO FOREST VALLEY installation in Jewel Changi Airport, Singapore, where passengers can experience the beauty of nature in a lush retreat.

Elisabeth Jouguelet, Vice President of Marketing and Innovation, Shiseido Travel Retail, says Jewel Changi Airport's opening is a prime opportunity to present the SHISEIDO brand story. "It is also a chance to deliver an experience that goes beyond the traditional retail journey, where visitors leave the installation not only with a memory, but also more inspired and relaxed."

SHISEIDO believes that true beauty is a multi-sensory experience. As a brand, SHISEIDO wants to inspire a life of meaningful beauty and culture, so it decided to introduce a different beauty experience with the S E N S E art installation at Jewel Changi Airport, in partnership with Changi Airport Group and teamLab. This interactive installation uses digital technology to ignite the senses and allows visitors to explore the Japanese sense of beauty through sight, touch, scent and sound, as they embark on the West Trail of the SHISEIDO FOREST VALLEY.



Elisabeth Jouguelet, Vice President Marketing and Innovation, Shiseido Travel Retail

Stimulating the senses

The same sentiment is evoked in the SHISEIDO S E N S E beauty pop-up in Changi Airport Terminal 1. It also exemplifies Japanese beauty, which is known for constantly innovating. The pop-up embraces new technologies that stimulate the senses in engaging ways. For example, at the Beauty Escape checkpoint, there is specially-curated music by SHISEIDO and the scent of Ultimune. Both music and scent are backed up by science to promote feelings of relaxation, stress relief and energy.

Innovation is a priority for SHISEIDO. In April this year, the company unveiled its new research hub called the Shiseido Global Innovation Centre in Yokohama, Japan. The center has expert researchers that share innovations from Japan with the rest of the group and provides in-depth insights into consumer trends and products.

This year's TFWA Asia Pacific in May provided a platform for the launch of new NARS and Laura Mercier products. "We are focused on listening to our consumers and innovating to respond to their needs. Not only are we rolling out new products that we know our consumers will love, but we are also capitalising on both brands' appeal to Chinese consumers," enthuses Jouguelet.

Shiseido's consumer marketing insights have helped it identify lip products as the most popular makeup item in China and a leading product for Chinese consumers to enter into the make-up category. NARS' Always on Lips strategy saw the successful NARS Lip Gallery pop up across Asia.

One beauty trend is the natural, flawless look when it comes to makeup, which is where Laura Mercier enters the picture, says Jouguelet. As a brand, it is a pioneer in its Flawless Face approach and known for its 'no-make-up' philosophy.



Shiseido Travel Retail's new Laura Mercier store at Hong Kong Hysan Place

"Our recipe for success is relatively straightforward - keep delivering innovative products that we know our consumers will love and complement that with new door openings, engaging activations, outstanding pop-ups, travel exclusives and captivating marketing campaigns - that's how we continue to be successful.

"We are confident that we are on track to meet our 2020 numbers and moreover, make further progress in our aspiration to be in the top three ranking beauty companies worldwide by 2030," Jouguelet concludes.