

Shiseido showcases the future of beauty



The Shiseido Global Innovation Centre (GIC) in Yokohama, Japan

Shiseido Travel Retail's pioneering skincare and cosmetic innovations have been strengthened by the opening of Shiseido Group's new research hub.

This month, the Shiseido Global Innovation Centre (GIC) began full-scale operations in Yokohama, Japan.

With the center's expert researchers and state-of-the-art facilities and equipment, the group will share innovations of Japanese origin beyond borders and across industries.

Philippe Lesné, President and CEO, Shiseido Travel Retail, said: "We are committed to remaining at the forefront of product innovation and development, so the unveiling of our new Global Innovation Centre is very rewarding for us. It is another tangible step forward for Shiseido Group and we are looking forward to seeing what this means for our company, as we continue to reach new heights.

"We are proud to be backed by a fusion of research, science and nature, and, through the work of our talented team across the globe, we will keep on inspiring through beauty innovations."

As an urban open lab, the GIC supports and promotes comprehensive communication and

collaboration with consumers, researchers, business partners and experts inside and outside of Japan to develop new, flexible and diverse working styles.

Looking towards the future of beauty in an increasingly diverse global market, Shiseido will enhance its research in digital and environmental technologies.