

Shiseido Travel Retail unwraps 2021 holiday collection

Shiseido Travel Retail has unveiled its 2021 Holiday Collection featuring its leading skin beauty and prestige makeup brands: Shiseido, Clé de Peau Beauté and NARS.

Comprising hero skincare and makeup products wrapped in exclusive festive packaging, the collection is set to inspire travelers to strengthen their bonds with loved ones, take pleasure in the joy of gifting and live with confidence, natural beauty and authenticity, the company said.

The range of festive bestsellers is now available in selected travel retail markets.

The Shiseido Travel Retail 2021 Holiday Collection presents the following innovations:

Shiseido

Taking inspiration from the traditional art of wrapping (“tsutsumu”) that is ingrained in Japanese gifting culture, Shiseido has partnered with award-winning visionary art director and graphic designer Koji Iyama to create bespoke festive packaging.



With packaging designed by Koji Iyama, Shiseido's holiday 2021 products are Shiseido Ultimune

Power Infusing Concentrate III and Shiseido Vital Perfection Uplifting and Firming Cream

His design showcases four washi tapes, layered on top of one another in a spiral shape that symbolizes connection, with each tape featuring a motif: stripes, hearts, dots and snowflake-inspired Moire patterns.

Featured products are: Shiseido Ultimune Power Infusing Concentrate III and Shiseido Vital Perfection Uplifting and Firming Cream.

The limited-edition 100ml Ultimune Power Infusing Concentrate III (travel retail exclusive) is now available in travel retail Asia and travel retail Americas, and the 50ml Vital Perfection Uplifting and Firming Cream is now available in travel retail Americas.

Clé de Peau Beauté

The exclusive holiday collection from Clé de Peau Beauté is titled the Garden of Splendor. The limited-edition collection is inspired by bold, modern women.



Clé de Peau Beauté's Garden Of Splendor Holiday Collection in packaging designed by French artist Michaël Cailloux

Each skincare product in the range is presented in vivacious packaging designed by French artist Michaël Cailloux. Combining the beauty of the natural world with the mysterious wonder of another realm, Cailloux has etched a colorful universe filled with enchanting flowers, playful animals and vivid scenery. This is framed by the brand's striking keyhole design.

Featured products are The Serum, La Crème and Luminizing Face Enhancer.

The Garden of Splendor collection from Clé de Peau Beauté will roll out progressively across travel retail Asia from November 1.

NARS

NARS' new holiday edition has ribbon-wrapped details and features a line-up of the latest formulas, signature NARS shades and favorite products.



The ribbon-wrapped NARS STYLE.UNWRAPPED Mini Eyeshadow Palette - Dolce Vita

The STYLE.UNWRAPPED. Collection features the UNWRAPPED Mini Eyeshadow Palette - Dolce Vita and UNWRAPPED Audacious Lipstick.

The NARS STYLE.UNWRAPPED. range is now available in travel retail Asia and travel retail Americas.