Shiseido hosts VIP event with CDFG in Hainan

Together with CDFG, Shiseido Travel Retail hosted its first-ever VIP event in Hainan, showcasing Japanese Beauty and nature with Future Solution LX. Held November 26 and 27 at the prestigious Rosewood Sanya hotel, the luxurious immersive event brought the skincare science of Shiseido Future Solution LX together with Japanese heritage through storytelling, education and experiential touchpoints.

The event featured the Legendary Enmei Ultimate Renewing Cream and Legendary Enmei Ultimate Luminance Serum, rooted in Japanese folklore and harnessing the force of nature

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The new Future Solution LX Legendary Enmei Collection harnesses the life force of nature and help to maximize skin’s ability to regenerate.

Guests were introduced to Japanese heritage through a traditional tea ceremony conducted by a professional tea art teacher, and offered traditional Japanese snacks.

A picturesque Japanese-style garden was the location for the event. The nature-inspired elements such as LED screens displaying slow water ripples and a soundscape of nature sounds created a dreamlike atmosphere and provided ideal photo opportunities, especially with the presence of a professional photographer.

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The event was supported by a digital campaign in collaboration with KOL□□□ (Li Ming Ze) that generated 12 million impressions, successfully driving awareness and buzz around SHISEIDO Future Solution LX among his 2.2 million Weibo followers

Evelyne Ly-Wainer, Vice President, Shiseido Travel Retail Asia Pacific, commented: “We are proud to host SHISEIDO’s first-ever VIP event in Hainan, which transported guests into a sensory world that draws inspiration from nature, Japanese Beauty and SHISEIDO’s spirit of *Omotenashi*. This pioneering collaboration with CDFG embodied a new level of luxury for our flagship skin beauty brand and allowed us to deepen our engagement with CDFG’s loyal customers and celebrate SHISEIDO’s most luxurious skincare franchise, Future Solution LX. We are thankful for CDFG’s partnership and look forward to further opportunities to offer exclusive and differentiated VIP experiences to their most esteemed clients.”

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