



HOCHSCHULE RUHR WEST
UNIVERSITY OF APPLIED SCIENCES

Brand starter kit

SHISEIDO

Prof. Dr. Simone Roth

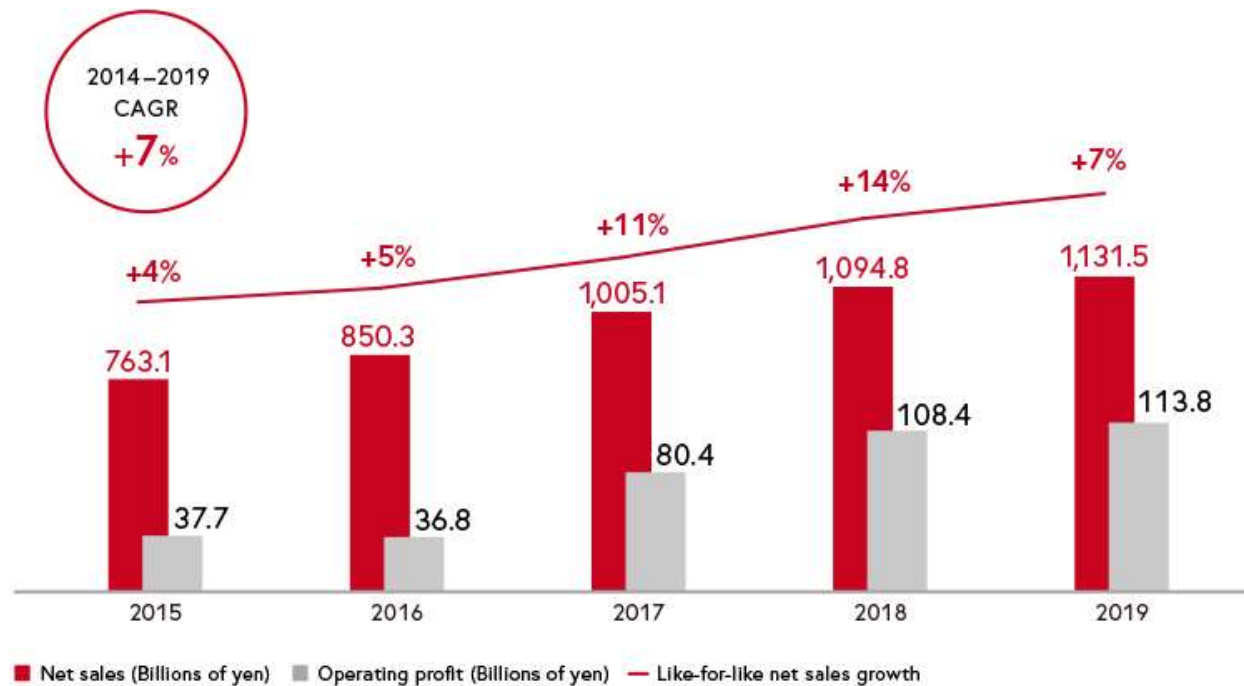
Shiseido key facts

- Japanese manufacturer of luxury cosmetics and skin, hair and body care products
- Number one among Japanese and Asian Cosmetics Manufacturers
- Founded 1872 in Tokyo by Arinobu Fukuhara as a pharmacy according to the western model
- Approx. 48.000 employees serving around 120 countries and regions
- Core competence and focus are set on prestige brands



Source: https://corp.shiseido.com/report/en/2019/facts_figures/, accessed on September 16th, 2021.

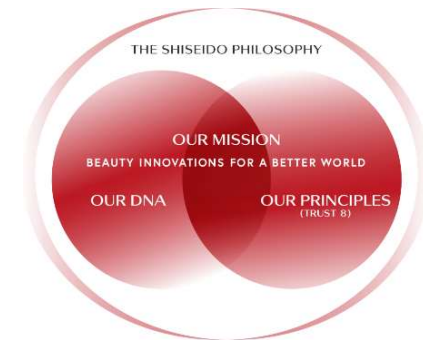
Shiseido's financials



Source: https://corp.shiseido.com/report/en/2019/business_strategy/, accessed on September 16th, 2021.

About the brand

- “Shiseido. Sharing beauty since 1872.”
- The target to create a symbiosis of Eastern and Western values and unite Eastern philosophies with Western innovation
- Shiseido strengthens a positive and confident image of women
- 52,7% percent of leading management positions are held by women
- More information at:
<https://corp.shiseido.com/en/company/philosophy/>



Sources: <https://www.shiseido.com/us/en/about-the-shiseido-brand.html>,
https://www.shiseido.de/de/de/about_new-image-of-women.html, accessed on September 16th, 2021.

Brand portfolio

- 32 brands in their product portfolio
- Classification of the brands into the groups



Source: <https://corp.shiseido.com/en/brands/>, accessed on September 16th, 2021.

Product categories

Skin care



Sun care



Products for men



Makeup



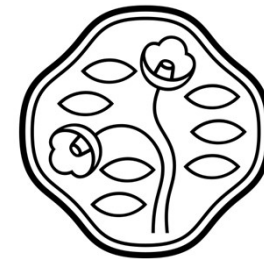
Fragrances



Source: <https://shiseido.de/de/de/>, accessed on September 16th, 2021.

Spirituality

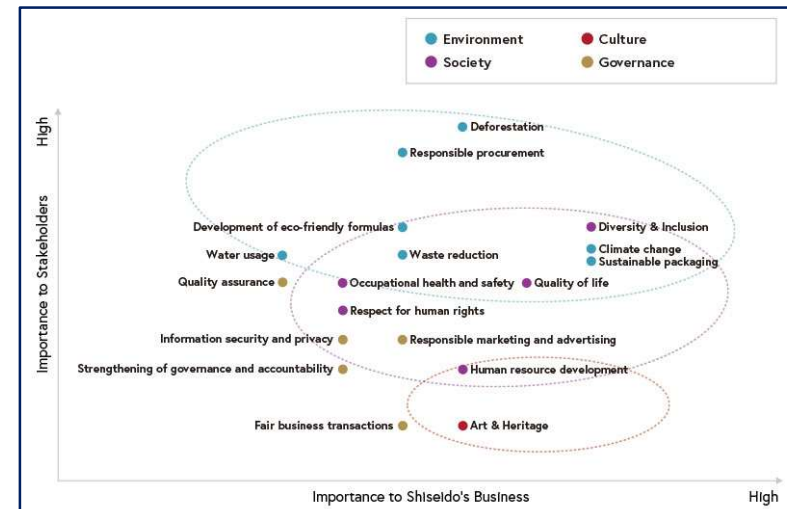
- Belief that true beauty is achieved only by combining the spiritual with the scientific
- “We love to find beauty and share it. We believe that beauty goes deeper than what is visible to the eye-beauty is sensitive to nature, the climate, light and color, all five senses, and the many intricate details of life itself.”
- The Camellia (“Hanatsubaki”) as Shiseido’s logo serves as a symbol of company’s pledge to beauty
- The belief that beauty is perceived with all the five senses



Source: <https://www.shiseido.com/us/en/about-the-shiseido-brand.html>, accessed on September 16th, 2021.

CSR and sustainability

- Sustainability as a core principle of the corporate strategy
- Established a Sustainability Committee in 2020 to monitor all management decisions based on a sustainability aspect
- Shiseido's sustainability strategy is based on the three pillars: "For people, For the society and For the planet"
- Aim to make all their product containers 100% sustainable by 2025



Source: <https://corp.shiseido.com/en/sustainability/commitment/>, accessed on September 16th, 2021.

Shiseido's marketing approach

- Luxury beauty and skin care segment
- Personal shopping and make up consultation by professional beauty consultants
- Strong focus on influencer marketing and building a social media presence in past years



Sources: <https://www.glossy.co/beauty/shiseido-is-increasing-its-influencer-marketing-spend-by-50-percent-in-2019/>,
<https://content-marketing.com/content-marketing-von-shiseido/>, accessed on September 16th, 2021.

Ecommerce and online shop

END OF SUMMER: Erhalte ein Skincare Routine Mini Kit im Wert von 28€ für Deine nächste Bestellung ab 60€. Code: ROUTINE

SHISEIDO
GINZA TOKYO

MUST-HAVES HAUTPFLEGE MAKEUP SONNENPFLEGE HERREN DÜFTE ANGEBOTE EXTRAS

Store Locator Kontakt

Hier suchen

Kostenloser Standardversand & Rückversand | 3 gratis Proben zu jeder Bestellung | Sichere Bezahlung mit Klarna


NEU ULTIMUNE

VERTRAUE AUF DEINE INNERE STÄRKE

Zweifach wirksame Technologie für eine strahlendere Haut in nur 3 Tagen.

Power Infusing Concentrate ULTIMUNE

ENTDECKE ENTDECKE

A close-up photograph of a woman with dark hair and bangs, looking directly at the camera. To her right is a bottle of Shiseido Ultimune Power Infusing Concentrate, which is a red, cylindrical bottle with a silver cap. The background is a soft, glowing red.

To the online shop: <https://shiseido.de/de/de/>



Company's contact person

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