

FRAGRANCE AND PERSONAL CARE

Dolce & Gabbana selects Shiseido Group as new global beauty licensee

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Dolce & Gabbana cosmetics, summer 2016

By STAFF REPORTS

Italian fashion house Dolce & Gabbana has signed a new beauty licensing agreement with Japan's Shiseido Group.

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The worldwide exclusive license agreement with Shiseido comes after Dolce & Gabbana parted ways with Procter & Gamble in January, after the CPG conglomerate merged its beauty brands with competitor Coty's portfolio. When the merger was announced, Dolce & Gabbana refused the transfer, giving it an opportunity to search for another firm to license its fragrance and beauty offerings ([see story](#)).

Beautiful visions ahead

Dolce & Gabbana saw approximately 400 million euros, or \$446 million at current exchange rates, in beauty sales for 2015.

With the new agreement, Shiseido will begin developing, manufacturing and distribution Dolce & Gabbana's fragrance, cosmetics and skincare lines. The brands will officially begin collaborating on Oct. 1.

The partnership between Shiseido and Dolce & Gabbana is part of the beauty group's vision for 2020, which emphasizes global success through organic growth and acquisitions.

"We are so proud to enrich our portfolio of prestige brands with such a beautiful luxury fashion brand," said Masahiko Uotani, CEO of Shiseido Group, in a statement. "The license agreement is aimed at strengthening our brand portfolio for the sake of future top line growth, which is part of my Vision 2020 for Shiseido Group.



Dolce & Gabbana fragrance and lipstick

"The collaboration of our two companies, with their heritage rooted in such diverse cultures as Mediterranean and Japanese, opens excellent opportunities for creating new exciting values," he said. "The standards, values, coherence and quality of Shiseido Group perfectly mirror the positioning and path that we have decided to take with Dolce & Gabbana.

"We are sure that the level achieved by the Dolce & Gabbana fragrances thus far, already well-established and significant, will be further enhanced thanks to this partnership with Shiseido, and we anticipate that together we will be able to fully develop the potential we believe we have for growth in makeup and skincare."

Dolce & Gabbana's beauty license will be managed from the Shiseido Group office in Paris.

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