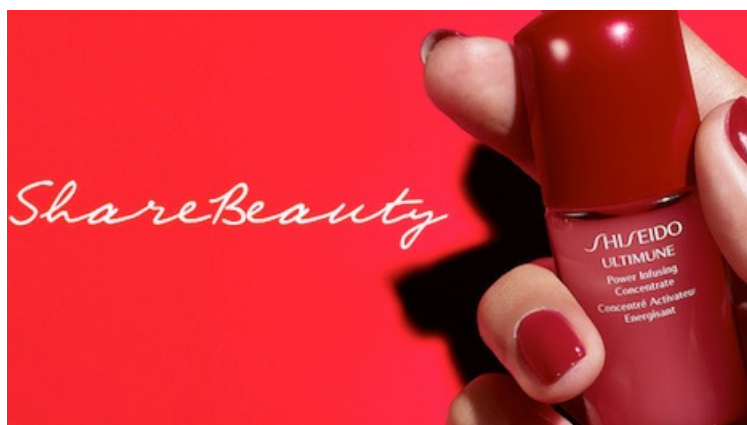


FRAGRANCE AND PERSONAL CARE

Shiseido offers immersive experiences during Toronto-wide art fair

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Shiseido's #ShareBeauty campaign

By STAFF REPORTS

Japanese beauty brand Shiseido is displaying its artistic side through its sponsorship of Nuit Blanche Toronto.

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The all-night art event, being held Oct. 1-2, will see installations and pop-ups throughout the city, including two displays from Shiseido. Part of Shiseido's efforts to reinvent itself for today's market, this sponsorship is rooted in the brand's history of cultural and artistic endeavors.

Popping up

Shiseido is staging a conceptual installation titled "Beauty vs. the World" at the Cloud Gardens Conservatory. Translating the words of poet Pina Bausch to three dimensions are three light and text sculptures by artist Robert Montgomery.

"We wanted to incorporate art into this contemporary art event as Shiseido was founded on the fusion of art and science," said Ruba Abu-Nimah, creative director at Shiseido in a statement. "As for artist, Robert Montgomery - his work feels very akin to the current sense and new direction."

Mr. Montgomery previously created an installation for Shiseido as it unveiled its new ad campaign during Paris Fashion Week last year. Shot by Mario Sorrenti, the effort features Enik Mihalik, Imman Hammam and Asia Chow.



Robert Montgomery installation at Shiseido's gala in Paris

In Toronto's Nathan Phillips Square, Shiseido will be hosting a pop-up for its #ShareBeauty campaign. In an effort to increase positivity, visitors will be able to mail a card to another individual telling them their most beautiful trait.

Each of the mailings will be sent with a sample of the brand's Ultimune Power Infusing Concentrate.

Visitors will also have the chance to send complimentary beauty care packages, snap some photos, try out Shiseido's Rouge Rouge lipstick and discover new products.

Both exhibits open at 7 p.m. on Oct. 1 and close at 7 a.m. on Oct. 2.

2016 marks a rebranding period for the 144-year-old beauty brand. In addition to modernizing its logo, Shiseido is making other changes to reflect a more contemporary Japanese look and feel.

This Nuit Blanche sponsorship reflects the brand's efforts to evolve via powerful marketing and imagery grounded in its heritage.

For instance, Shiseido previously puckered up to a younger consumer demographic via a connected digital experience.

In an effort to get "up close and personal" to millennial and Generation Z consumers, Shiseido has developed the "Rouge Rouge Kiss Me" concept. The effort, built around the brand's Rouge Rouge lipstick line, is Shiseido's first interactive digital campaign and was developed with Tokyo-based creatives teamLab and its talent collective including CGI animators, engineers, mathematicians, architects, editors, programmers and graphic designers ([see story](#)).