

SOFTWARE AND TECHNOLOGY

## Shiseido Group invests in beauty technologies to maintain competitive edge

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*Image courtesy of Shiseido Group*

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By STAFF REPORTS

Japanese beauty conglomerate Shiseido Group has established an internal venture capital organization with the aim to create innovative products and services for the beauty sector.

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Shiseido Venture Partners will make investments into new ventures that will help the group develop and innovate its business. Part of Shiseido's "Open Innovation scheme," Shiseido Venture Partner will support ventures from a financial and business standpoint to better the future of the group.

Beauty is in the eye of the innovator

Launching Shiseido Venture Partners is part of the brand's mid- to long-term business strategy of Vision 2020.

With the launch of Shiseido Venture Partners, the beauty marketer hopes to combine technologies and ideas of other companies to create new values and new markets for its products and brands.

Doing so will help Shiseido to remain competitive in the crowded beauty space. To bring these ideas to life, Shiseido Venture Partners will act within the brand's business development department at its Japan headquarters.



### *Shiseido skincare and cosmetics*

Along with fielding new innovations, Shiseido Venture Partners will focus on talent development. Shiseido employees will in turn benefit from experience and understanding the various approaches to the venture industry and the process and speed at which original business ideas are developed.

Shiseido Venture Partner's first investment is in Dricos, based in Japan's Kanagawa prefecture.

With a 3 billion yen, or \$26 million at current exchange, investment ceiling, Dricos concentrates on developing a supplement appliance that provides consumers with the needed nutrients on an individualized basis, determined by biometric and anthropometric data analysis.

As the world becomes more health-conscious, and aging individuals become more health minded, companies will be expected to meet the expectations of consumers looking to optimize products and services that speak to wellness interests.

Retail is facing similar challenges as the sector moves online, resulting in many retailers establishing think tanks.

For example, French department store chain Galeries Lafayette is championing retail and fashion technology startups with a new strategic partnership.

Galeries Lafayette announced May 23 that it has entered a partnership with global innovation platform Plug and Play, which has invested in brands such as PayPal and Dropbox, to support and accelerate the development of startups in the retail and fashion sector. With an industry-wide move toward omnichannel, Galeries Lafayette is likely to directly benefit from the startups working, and the technologies developed, within its innovation incubator with Plug and Play ([see story](#)).

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