

SOFTWARE AND TECHNOLOGY

## Shiseido aims to reinvent beauty business model via technology

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*Digital is a mindset, not just a tool at Shiseido. Image credit: Shiseido*

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By STAFF REPORTS

Cosmetics and personal care group Shiseido Americas is investing in its sector's future use of artificial intelligence through a technology firm acquisition.

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Shiseido Americas, a subsidiary of the Tokyo-based Shiseido Company, has acquired Giaran, who develops artificial intelligence platforms to heighten consumer experience and personalize beauty purchasing. The terms of Shiseido's Giaran purchase were not disclosed, but reflects the beauty sector's embrace of digital technologies as selling tools.

### Digital mindset

Giaran was founded in 2016 as a spinoff from Northeastern University's Synergetic Media Learning Laboratory by scientist and AI expert Raymond Fu.

"Raymond and the Giaran team have created truly novel AI technologies for cosmetic applications, and we are thrilled to welcome them to the Shiseido family," said Marc Rey, president and CEO of Shiseido Americas, in a statement. "

Giaran is powered by AI technology such as computer vision, big data and augmented reality and also creates novel algorithm of deep learning, data mining and predictive modeling.



*Raymond Fu founded Giaran in 2016. Image credit: Shiseido*

Tools developed by Giaran, all of which are ideal for a cosmetics marketer, include makeup virtual try on, tutorials, color matching, personalized recommendations, makeup removal, face tracking and skin tone detection.

Giaran's tools can be used across mobile, tablet and desktop, as well as smart mirrors. Smart mirrors are powered by high-definition augmented reality touchpoints.

The technology firm will remain based in Boston, and will become part of Shiseido's Makeup Center of Excellence. Giaran's team will work closely with Shiseido's New York-based Global Digital Center of Excellence and the Tokyo-based global technology team.

As part of Shiseido, Giaran will leverage its technology across Shiseido's brand portfolio and further expand its beauty customization capabilities. This also includes driving consumer engagement and providing unmatched experience.

Giaran will operate in sync with and supplement MatchCo, a beauty personalization startup, acquired by Shiseido Americas in early 2017. The California-based MatchCo developed a mobile app that scans a user's face and wrists, using the data collected to blend a foundation shade specifically for their skin tone ([see story](#)).



*The MatchCo app. Image credit: MatchCo*

"Building on our acquisition of MatchCo earlier this year, Giaran will provide Shiseido with immediate expertise and advanced technologies to further expand our digital capabilities, while also allowing for greater consumer intimacy through personalized offerings and enhanced user experiences," Shiseido's Mr. Rey said.

"We share Giaran's philosophy that digital is a mindset rather than a tool, and we look forward to bringing more disruptive innovation to reinvent the beauty industry business model," he said.

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