

FRAGRANCE AND PERSONAL CARE

Shiseido creates space for brand hospitality in remodeled flagship

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Shiseido the Store's Beauty Boost Bar. Image courtesy of Shiseido

By STAFF REPORTS

Japanese beauty marketer Shiseido has opened its newly expanded store in Tokyo's Ginza neighborhood, which includes spaces for both cosmetic sales and brand experiences.

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Newly rebranded Shiseido the Store, the boutique reopened Jan. 19 allows visitors to take part in workshops, seminars and photo shoots. Along with offering a central place for consumers to explore its products, Shiseido's flagship added more square footage to cater to consumers' increasingly diverse needs.

Beauty center

Across four floors, Shiseido the Store communicates the brand's values of "tradition" and "creation" through design. Throughout, Shiseido's symbol the Camellia flower is depicted on mirrors, walls and furnishings.

Outside the store, a water and light installation titled "Water Holography" shows the brand's botanical logo on the water's surface. On the first floor, an installation called "Mirrored Pieces" shows light reflecting in a mirror.



Exterior of Shiseido the Store. Image courtesy of Shiseido

The store's windows speak to the theme of trees, depicting species that grow in Japan. For the newly reopened boutique, this speaks to the idea of rebirth.

Focused on the Japanese concept of *omotenashi*, or hospitality, Shiseido the Store offers a rounded approach to beauty via specialists in a variety of areas. Consumers can take advantage of esthetic services, and hair and makeup applications.

A photo studio on the third floor enables customers to get in front of the camera, while a private room provides space for beauty lessons. On the same level is a space dedicated to the Shiseido-owned *Cl de Peau Beauté* brand.

The fourth floor includes a curated selection of merchandise that extends beyond beauty, including works by craftsmen and stationery.

Furthering the atmosphere, Shiseido tapped designer Yu Amatsu to create the staff uniforms. Using black as a base, they are meant to add to the feeling of hospitality.

Shiseido is also adding to the mood through original music by Shuta Hasunuma, who interpreted the five Japanese seasons in sound.

On Feb. 1, an in-store caf dubbed *Shiseido the Tables* will open. As experiences are key to reaching today's luxury consumer, more brands are translating their positioning into dining.

For instance, U.S. jeweler Tiffany & Co. is continuing to rework its retail strategy with the opening of an eatery

located within its famed Fifth Avenue flagship.

Located on the newly renovated fourth floor of its New York store, Tiffany's Blue Box Cafe is the first retail dining concept envisioned by the jeweler. The fourth floor also houses Tiffany's new Home & Accessories collection of elevated everyday objects, its baby boutique, a collection of vintage books curated by Assouline as well as an area dedicated to the jeweler's fragrance ([see story](#)).

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