

FRAGRANCE AND PERSONAL CARE

Shiseido encourages beauty fans to show their soul in subtle vignette

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Shiseido partners with a Japanese musician to celebrate soul.

By BRIELLE JAEKEL

Japanese beauty manufacturer Shiseido is expressing the soul that goes into its products through a partnership that fuses beauty and music.

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Shiseido is looking to a Tokyo-based musician for its latest spot, urging beauty fans to express their vibrant side through its products. The film follows artist Machina as she discusses her love of jazz, with only a subtle Shiseido presence.

"Partnering with a unique artist from an Asian country is important for Shiseido to celebrate its heritage," said Harvey Tanner, managing partner of HampenCo, New York. "Beauty brands need to tap into their community and to foster growth and appreciation."

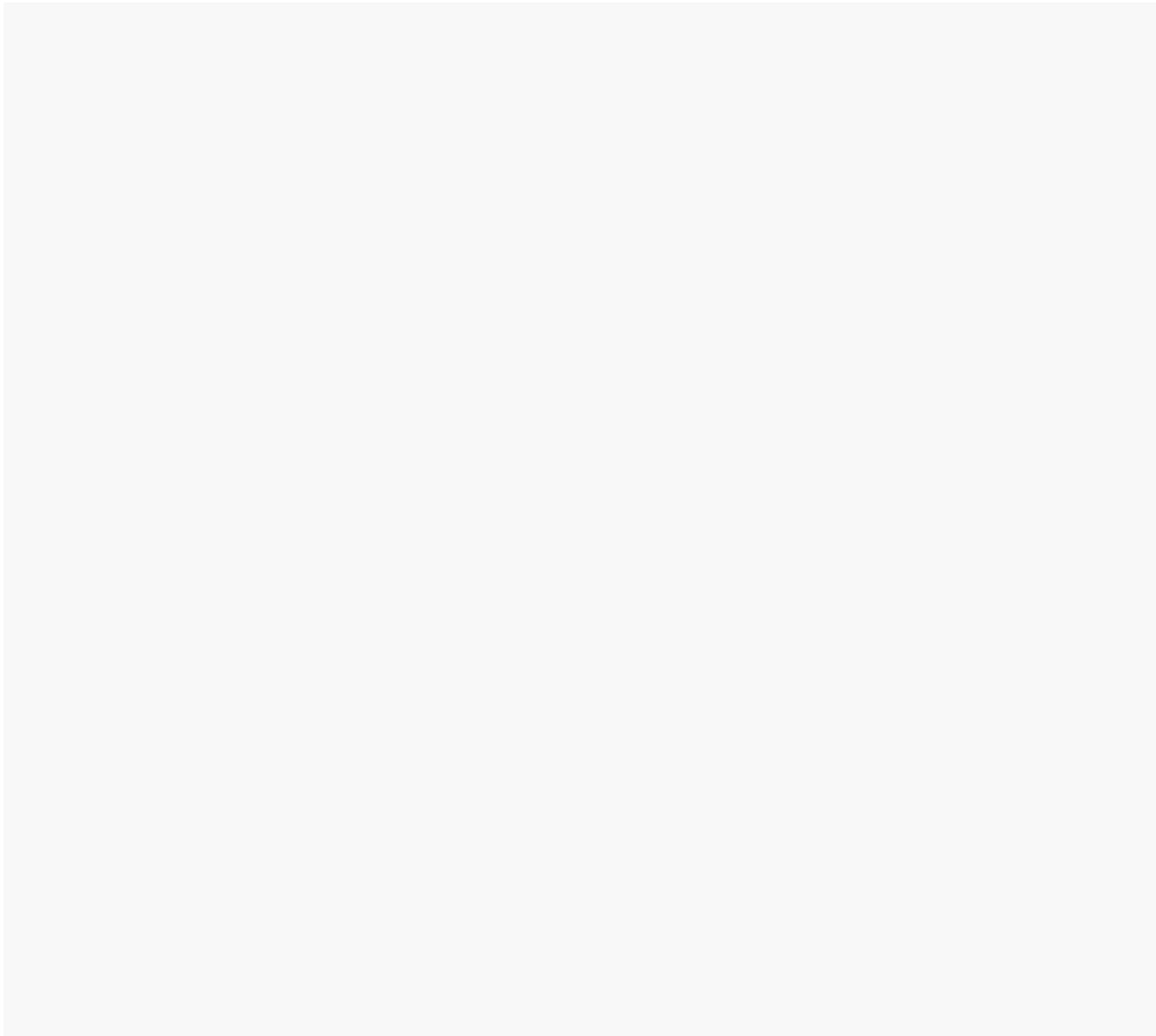
Mr. Tanner is not affiliated with Shiseido, but agreed to comment as an industry expert. [Shiseido](#) was reached for comment.

Soul in beauty

The beauty maker's film begins in Machina's own space, as she sits at her turntables and keyboard while putting on her headphones.

As she records, the musician speaks of her childhood outside of the city in the countryside and how she was drawn to jazz during high school.

Machina discusses her love for Ella Fitzgerald while she readies herself using Shiseido products.



Beauty expresses your vibrant side. A perfectly curated selection of #SynchroSkin makeup to help achieve a beautiful and fresh complexion. #shiseido #makeup #makeuptutorial #jbeauty #lipstick #tintedgelcream #machina #japanesemakeup #trending #vibrant #fresh #vibrantcolors #freshlook #howto #howtomakeup

A post shared by SHISEIDO (@shiseido) on Mar 22, 2018 at 7:23pm PDT

She goes out on the town and tells Shiseido that electronic music and jazz are intertwined for her.

"With jazz I feel the music is most attuned with myself and the things around me," Machina says, "where my past and future come together."

The film skips to Machina preparing for a performance in what looks like an empty forest. She applies Shiseido products to her face and gets ready, as she continues discussing her feelings via voice over.

"To want to express yourself is such a natural thing," she says. "For me it is through my music but I'm always inspired by different forms of expression."

She plays her keyboards and sings in the forest, while the film shows the beautiful landscape.

Machina explains that she is not perfect but there is nothing wrong with that, and she will continue being herself.

The film ends with text from Shiseido saying, "Beauty expresses your vibrant side."

Shiseido's Beauty Expresses Your Vibrant Side

In addition to the film, Machina has been working with Shiseido to create beauty tutorials on social media to engage followers.

Beauty marketing

It is so important for beauty brands to tap the expressive potential that comes from within this industry. Consumers look to these products for more than just utility but to express themselves, which puts an important responsibility on these brands' shoulders.

Shiseido looks to editorial content such as its new spot, as well as technology and collaborations to better stimulate its highly active audience.

The beauty maker recently leveraged an Internet of Things solution to deliver personalized skincare to consumers.

Shiseido developed a new skincare system Optune that personalizes products by coupling digital with science and beauty research. Shiseido has invested heavily into technology-derived solutions to maintain a competitive edge in the beauty sector through artificial intelligence, robotics and other strategies ([see more](#)).

The cosmetics company also recently crafted a unique partnership not with a notable designer or agency, but with everyday high school girls.

Shiseido has introduced the POSME program, the first major project from its Innovation Design Lab, which is focused on unique and exciting new takes on the traditional beauty industry. By partnering with regular everyday consumers as part of its strategy, Shiseido is hoping to avoid creating irrelevant products and focus on goods that are desirable to a real consumer ([see more](#)).

"Film and docuseries on the Web help brands appeal to users through editorial content, in a native experience," HampenCo's Mr. Tanner said. "Taking a backseat approach to marketing is how brands can really harness the power of content through social media."

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