

FRAGRANCE AND PERSONAL CARE

## Shiseido incorporates tech touches into travel retail

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*Shiseido teamed with Huang Xuan for a travel retail promotion. Image credit: DFS*

By STAFF REPORTS

Japanese beauty marketer Shiseido is encouraging interaction with its products through an innovative counter concept at T Galleria Beauty by DFS, Causeway Bay in Hong Kong.

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To promote its neuroscience-based skincare line Essential Energy, Shiseido hosted in-store events with brand ambassador Huang Xuan. Digital has become an integral part of the beauty buying experience, with more technology being added within bricks-and-mortar experiences to help shoppers engage with and explore skincare and makeup.

"The new concept counter at T Galleria Beauty by DFS, Causeway Bay is another demonstration of DFS' commitment to innovation and pushing boundaries with cutting-edge beauty concepts," said Christophe Marque, senior vice president of beauty at DFS, in a statement. "We are delighted to continue our long relationship with Shiseido and to offer our traveling customers more opportunities to discover the exciting world of DFS."

Travel retail

Mr. Huang visited Shiseido's T Galleria counters in Causeway Bay and Canton Road. During the events, bloggers and media livestreamed the happenings via Weibo and Yizhibo.



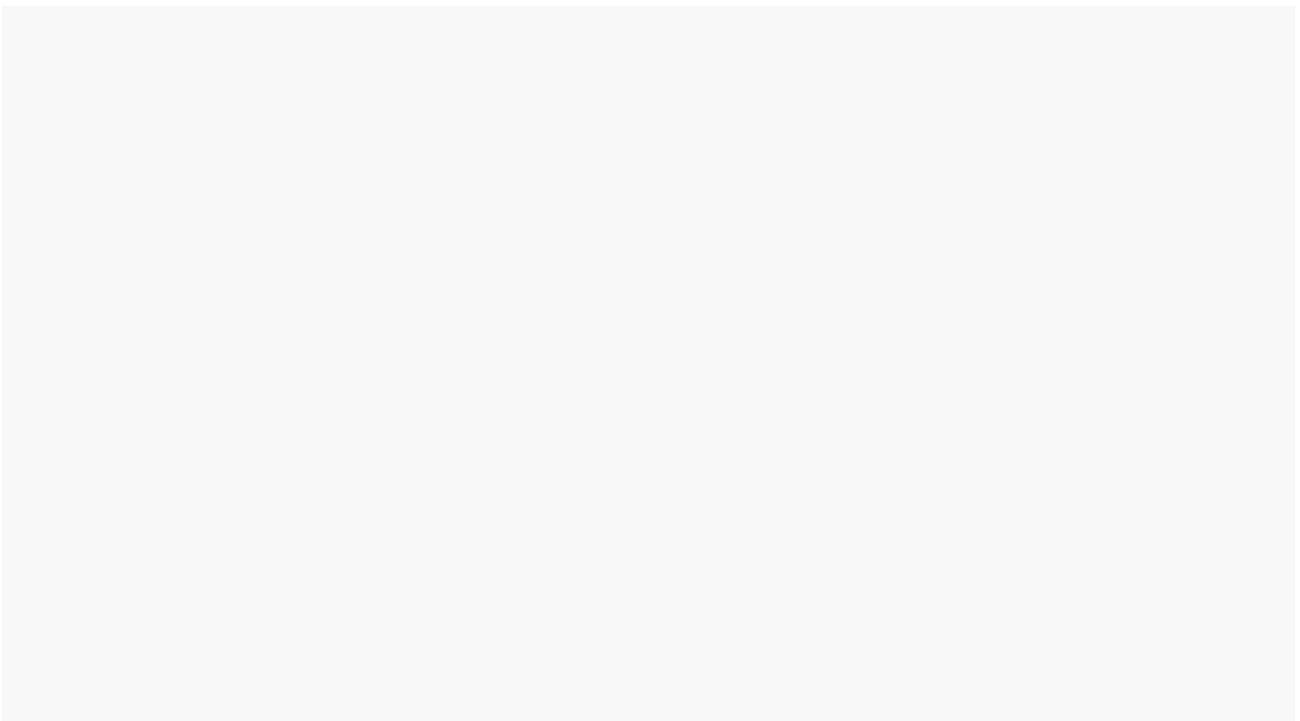
*Shiseido allowed media and bloggers to livestream. Image courtesy of DFS*

Fifteen of the consumers who attended the events were given an energy drink made with Shiseido's Energy Essential products. These shoppers were also able to personalize luggage tags via hand engraving and take part in a photo opportunity.

DFS has made its click and collect platform available to shoppers, making it easier for them to make purchases from anywhere and pick up when it is convenient.

In addition to the counter, consumers can explore the Essential Energy line via a mobile application.

"T Galleria by DFS is the perfect place to experience all that Shiseido has to offer," said Elisabeth Jouguelet, vice president of marketing at Shiseido, in a statement. "Our new #ShareBeauty mobile app experience helps customers to learn about the unique benefits of our highly acclaimed Essential Energy range, and the centuries-old Japanese art of beauty and revitalization that Shiseido is famous for perfecting."



YOU'RE INVITED: Discover the #BeautyofTravel with #HuangXuan and @shiseido at #TGalleria on Canton Road on March 27 at 3 pm. Go to DFS.com for details. #TGalleriaBeauty #ShopDutyFree // 3273 # @shiseido #T #DFS.com #T #

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Japanese beauty marketer Shiseido is introducing makeup for the digital age, as the cosmetics brand continues to strengthen its relationship with technology.

Shiseido's Telebeauty concept was launched in partnership with Microsoft Japan, and is designed to show how social issues can be solved through the brand's creativity. Shiseido developed the tech solution in response to the growing number of working women who telecommute for work, but the application may be perceived by some as sexism in the workplace ([see story](#)).

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