

FRAGRANCE AND PERSONAL CARE

## Shiseido strengthens the skin and soul with Ultimune

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*Shiseido shows off strong souls in new vignette. Image credit: Shiseido*

By BRIELLE JAEKEL

Japanese beauty group Shiseido is showing off its skincare through a music video as part of its continual trend of incorporating a strong musical presence within its marketing.

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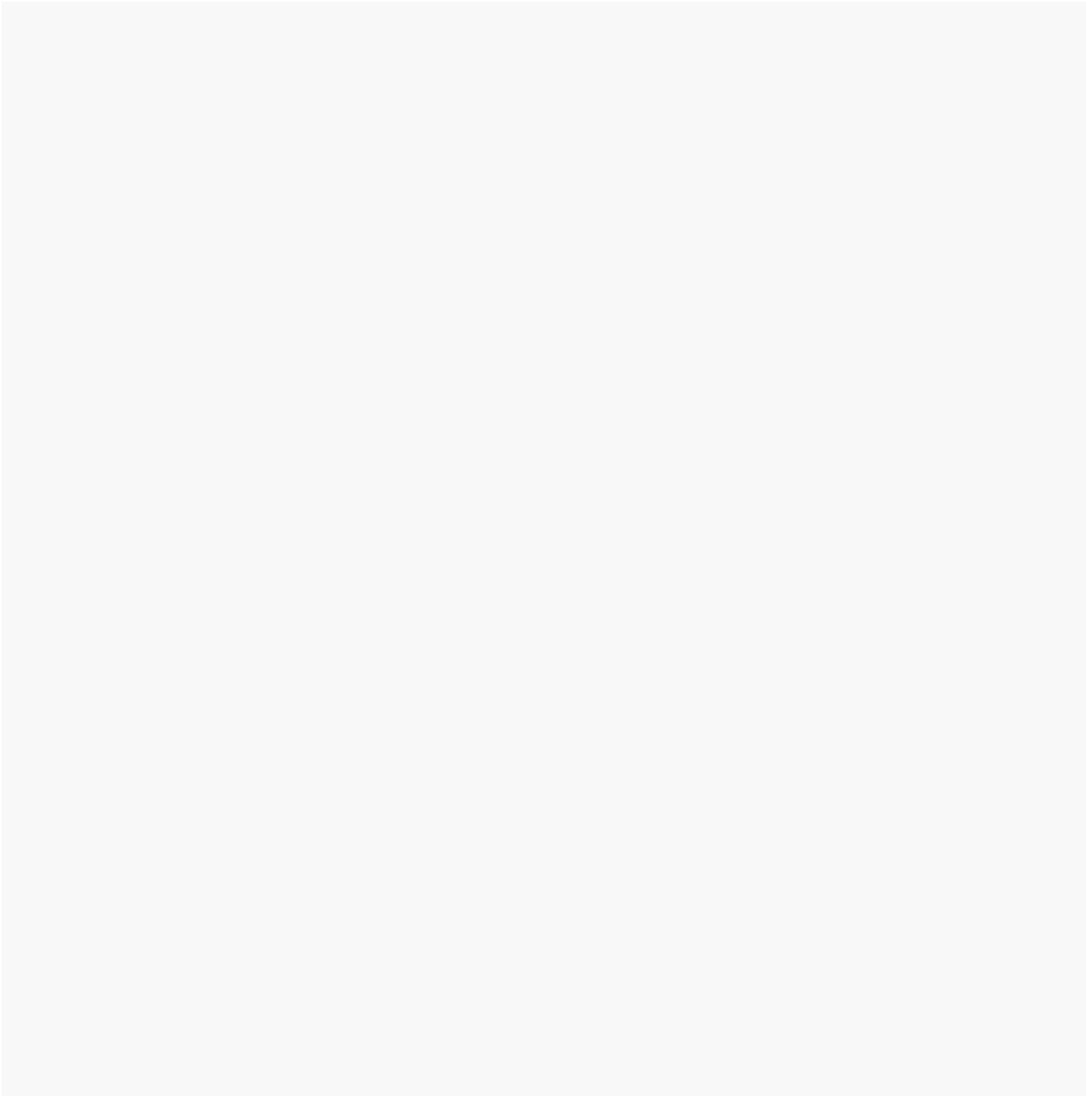
Sustaining its theme of celebrating the soul, Shiseido's latest video encourages viewers to embrace their inner strength and celebrate their uniqueness. Touting its Ultimune Power Infusing Concentrate and various makeup looks, the film is a gleeful push to strive to stand out.

**Strong soul**

Shiseido is hoping beauty fans will flex their strong souls in a way that is reflective of the strength of its Power Infusing Concentrate.

The new film features a woman dressed in a bold red jumpsuit who is perched atop a stoplight holding a red tambourine. She stands up as the music swells and free falls to the ground where she lands effortlessly on her feet.

"You make me stronger, make my body move," begin the lyrics to the video's soundtrack as she dances down the street.



StrongSouls Portraits Rina Fukushi | Model "What things in life makes me feel stronger? A passion for expression and work." . #shiseido #shiseidoginzatokyo #ultimune #jbeauty #japaneseebeauty #TheStrengthWithin #StrongSouls #MadeWithSoul #ImuGenTechnology #StrongerEveryday # # # # #

A post shared by SHISEIDO (@shiseido) on Jun 27, 2018 at 5:43pm PDT

Other women are shown looking at the camera with various bold makeup looks, while a group of women sitting on a set of steps are all dressed in gray. The original woman in red stands up, bursting through the middle of the group dancing, prompting women all over to start moving wherever they are.

Some women are shown dancing on escalators, others skateboarding, some jumping through alleyways and one moving on a rooftop. The woman in red continues to pop up in various places, dancing through the streets.

Another group of women is shown dancing on a subway platform, while another dances through a busy city street at night.

The film then revisits all the women featured throughout as they continue to move with joy, ending with the hashtag #StrongSouls appearing in text.

*Shiseido's new film*

"From the women who are creative thinkers to the women who are rule breakers, let's celebrate all women from

around the world," said Shiseido of its campaign. "Let's uplift each other to allow our strengths and souls from within to proudly shine through.

"By sharing words of encouragement, we can inspire and motivate our followers to channel their inner strengths and fearlessly overcome their challenges with confidence."

#### Shiseido strategy

Shiseido also recently expressed the soul that goes into its products through a previous partnership that fused beauty and music.

The brand looked to a Tokyo-based musician for its previous spot, urging beauty fans to express their vibrant side through its products. The film followed artist Machina as she discusses her love of jazz, with only a subtle Shiseido presence ([see story](#)).

Shiseido also just made a strategic investment in beauty retailer Violet Grey, expanding the group's presence in the U.S. market.

The deal, which was reported by Women's Wear Daily, sees Shiseido continuing to expand its presence in the luxury beauty sector, putting it on course to better compete with other big conglomerates such as Este Lauder. Violet Grey's online presence also fits well into Shiseido's established strategy of aggressively pursuing beauty ecommerce ([see story](#)).

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