

FRAGRANCE AND PERSONAL CARE

## Shiseido recategorizes makeup with a global launch

September 4, 2018



*Shiseido's latest makeup line. Image credit: Shiseido*

By BRIELLE JAEKEL

Cosmetics manufacturer Shiseido is releasing a new global makeup line, unleashing a revamped method of promoting and categorizing makeup in the process.

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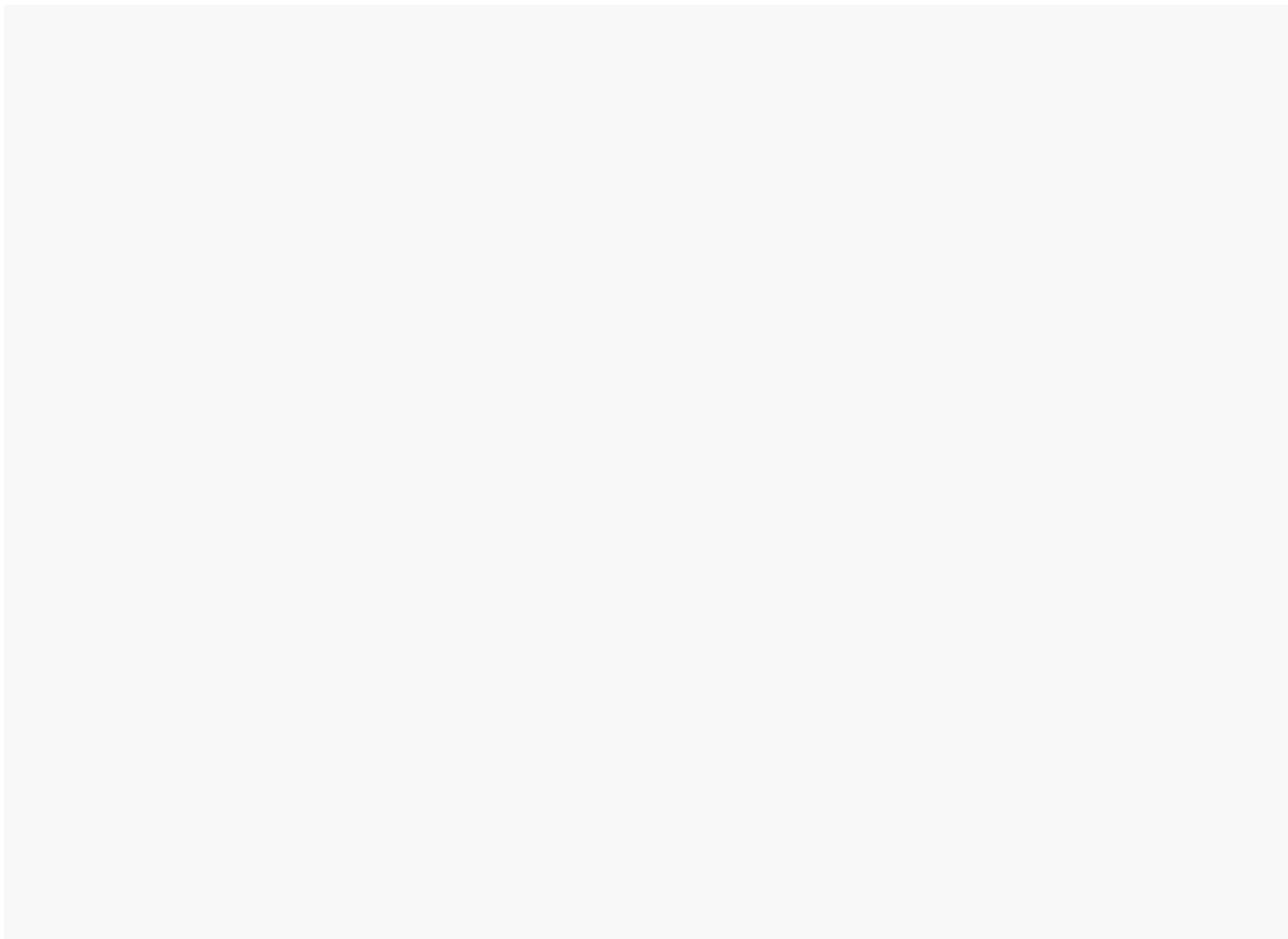
The makeup line launched worldwide on Sept. 1, changing up the traditional categorization of products with type instead of body part. The collection is also a mix between makeup and skincare to improve skin rather than just covering it and is part of Shiseido's Vision 2020 plan.

Makeup for skincare

Shiseido's makeup line has reimagined what beauty categorization is, sorting by texture rather than what body part the makeup is for, such as gels, dews, inks and powders.

It is made up of 21 products with 124 shades and promotes a lightweight feel, representative of the Japan design, says the brand.

Packaged with "slim componentry and a lacquered red line," Shiseido is highlighting its Japanese heritage.



"Beauty is the ability to accept who you are while continuing to improve yourself," says @yizhouofficial, a multimedia artist and new face of Gels. Consider your lips a canvas for VisionAiry Gel Lipstick, a weightless formula that delivers vivid color. #beautyreimagined #visiblefeelsinvisible

A post shared by SHISEIDO (@shiseido) on Aug 24, 2018 at 7:35am PDT

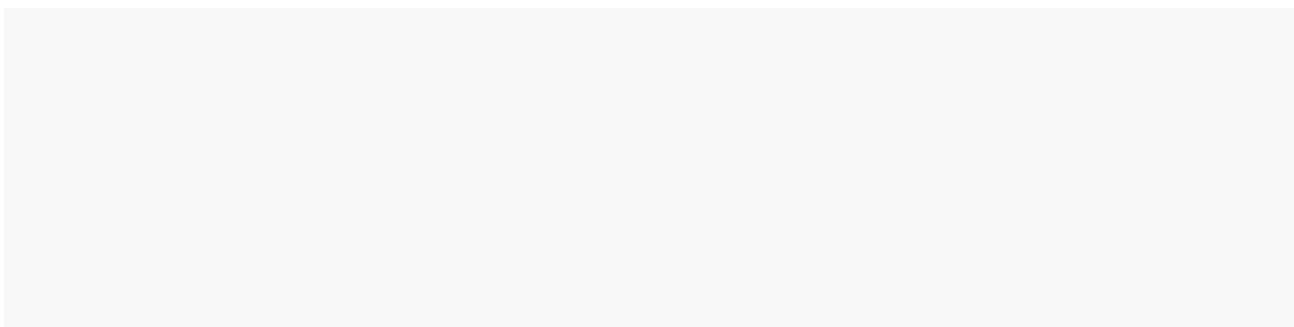
While the products themselves break down silos, the brand's business operations for the launch are, too. Instead of housing different aspects of the campaign in one office, Shiseido has broken it up across the world, with each region taking on the best job for its skillset.

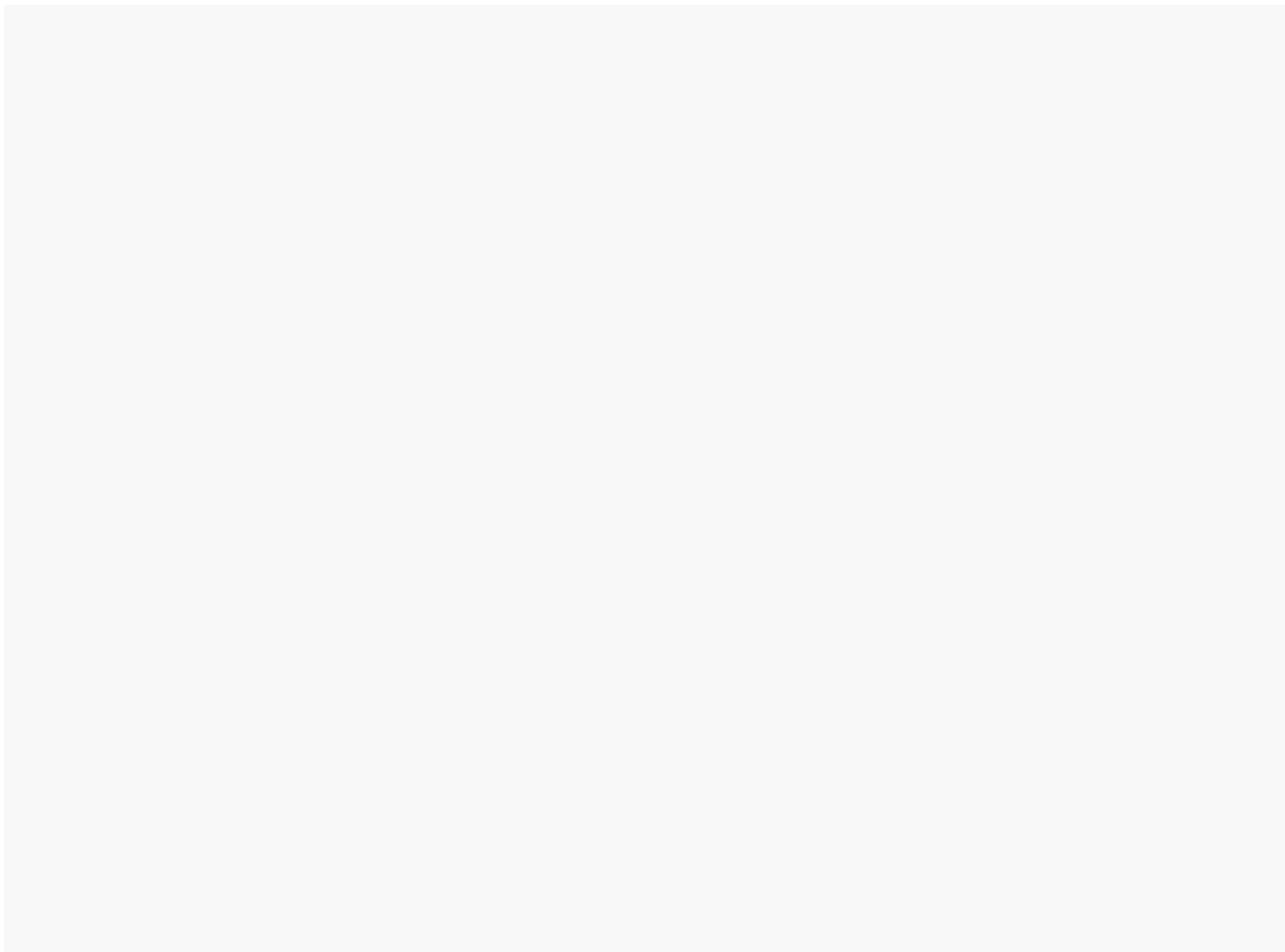
For instance, the Center of Excellence in the Americas will be working on the digital components of the makeup campaign and the cosmetics themselves, while Japan's executives work on the skincare aspects of the products.

This has been the New York Makeup Center of Excellence's first run at developing a Shiseido makeup line.

Focusing on Visible Feels Invisible, the line's lightweight qualities are contrasted with bold pigmentation.

While not separated as such, the line features a variety of cosmetics for eyes, lips and face. Products such as brushes, lip colors, mascara, liners and foundation are now available for purchase around the world.





Art, science, and over 145 years of Japanese heritage collide to create the new SHISEIDO Makeup, a groundbreaking collection of innovative cosmetics and tools that reimagines what beauty looks and feels like today. This is beauty made with soul. #japanesebeauty #jbeauty

A post shared by SHISEIDO (@shiseido) on Aug 15, 2018 at 7:23am PDT

Shiseido's global focus will help cater to the new global beauty fans, as digital has brought consumers worldwide together.

The launch is a part of the company's strategy plan leading up to the year 2020, aimed at increasing the company's market share and relevancy through a consumer-centric approach.

#### Shiseido strategy

The Japanese beauty group recently made a strategic investment in beauty retailer Violet Grey, expanding the group's presence in the U.S. market.

This 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](#)).

Shiseido has also showed off its skincare through a music video as part of its continual trend of incorporating a strong musical presence within its marketing.

Sustaining its theme of celebrating the soul, Shiseido's 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 ([see story](#)).