

FRAGRANCE AND PERSONAL CARE

Shiseido reignites mission for innovation with new research lab

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Shiseido opens new research concept. Image credit: Shiseido

By STAFF REPORTS

Japanese beauty group Shiseido is continuing its stance on innovative beauty offerings and experiential retail with a new innovation hub.

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Shiseido Global Innovation Center, its new research lab in Japan, begins its full operation this month to effectively support its new mission statement, "beauty innovation for a better world." The new space will also open public spaces, named its communication floors, for welcoming visitors on April 13.

Innovation lab

The full-scale operation is located in Minato Mirai 21 area in Yokohama, Japan and will be nicknamed GIC for short. GIC will work and collaborate with consumers, researchers, partners and other experts inside and outside of Japan to ensure heightened creativity and imagination.

The beauty brand says the center will adopt new, flexible and diverse working styles. It believes the new style of its offices as well as its state-of-the-art research facilities and equipment will help inspire creativity.

Shiseido's new facility shifts the previous way it used to do research, opening up more opportunities for collaboration. There is even a dedicated space on the fourth lab specific to research collaborations and business negotiations.

Floors five through 15 are devoted to in-house research.



Shiseido's new Global Innovation Center. Image credit: Shiseido

The open-to-the-public spaces on the first and second floors include a beauty bar for skin consultations, the studio for Shiseido Running Club programs, the Caf, an aging simulation named Chat Beyond Time, an LED visual wall and a beauty museum.

For researchers, throughout the building there will be access to an electronic laboratory notebook for accessible sharing.

In addition to the new lab, Shiseido is hoping to continue its global growth with a new appointment.

Marc Rey is the new chief growth officer for Shiseido, moving up from his position as CEO of the Americas. Since taking over Jan. 1, Mr. Rey has been helping develop a new plan and business to facilitate greater growth worldwide ([see story](#)).

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