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Shiseido focuses on China strategy with new office

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Shiseido focuses on research and business growth. Image credit: Shiseido

By STAFF REPORTS

Japanese beauty group Shiseido is focusing on its Chinese business, opening a dedicated office in close proximity to Alibaba Group.

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The beauty group's new location will be focusing on crafting products specifically for the Chinese segment, as the region is the fastest growing market for Shiseido. The first goal is to launch two hair care products under its Aquair brand in September only in China.

Strategy in China

Shiseido's new office will be located in Hangzhou, China, directly by Alibaba's corporate office.

Twenty employees will be housed in the new office, who will work directly with Alibaba's Tmall division.

"China is Shiseido's biggest and most-important market [outside of Japan]," said Kentaro Fujiwara, CEO of Shiseido's China region, in a statement to Alizila. "By combining Alibaba's strengths in digitization and consumer engagement with Shiseido's world-class standards in research and development, we can create products that can precisely capture the appetite of the Chinese consumer.

"I hope this unprecedented collaboration will pave the way for further innovations for the entire [Shiseido] group," he said.



Shiseido is one of the luxury brands taking a localized approach. Image credit: Shiseido

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

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 ([see story](#)).

"Our primary mission is to enable others, and we are always eager to work with the world's leading companies to help them bring their best products into the China market in the most effective and efficient way," Mr. Fujiwara said. "This definitely includes Shiseido, a reputable brand that is synonymous with high standard and high quality."

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