

FRAGRANCE AND PERSONAL CARE

Cl de Peau Beaut arrives at Harrods for European launch

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Actress Felicity Jones is the face of Cl de Peau Beaut. Image credit: Cl de Peau Beaut

By STAFF REPORTS

Shiseido-owned Cl de Peau Beaut is launching exclusively at British department store Harrods as the beauty brand pushes into new markets.

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Although Cl de Peau Beaut has a retail presence in Asia, the United States and elsewhere, this is the first time the brand will be retailed in Europe. Harrods is a strategic partner, as the department store often draws in shoppers with unique experiences.

"After achieving success in Asian markets, Cl de Peau Beaut is strategically poised to expand into new territories," said Yukari Suzuki, chief brand officer at Cl de Peau Beaut, in a statement. "The U.K. has great potential for Cl de Peau Beaut as a key market.

"We believe that British customers and international travelers to the U.K. are highly knowledgeable when it comes to beauty and will embrace our brand philosophy, as well as appreciate our approach for uncompromising quality," she said.

Beaut and Harrods

Cl de Peau Beaut's British debut is also the first time the brand is expanding to Europe.

The beauty brand will be selling its full product line at Harrods, including La Crme, Concealer and Correcting Cream Veil.

[View this post on Instagram](#)

Our new skincare emporium is now open! Join us in the Beauty Hall to discover a whole host of skincare exclusives, new brands (including @cledepeubeaute @decortebauty @augustinusbader @Wildsmithskin @Darphin) and much much more. #Harrods #HarrodsBeauty

A post shared by Harrods Beauty (@harrodsbeauty) on Sep 30, 2019 at 3:36am PDT

Cl de Peau Beaut will be part of the new Beauty Hall at Harrods

Long before arriving in London, Cl de Peau Beaut established a relationship with British actor Felicity Jones.

Ms. Jones' debut spring/summer 2018 campaign for the label leaned on her British roots, although Cl de Peau did not retail its products in the United Kingdom at the time ([see story](#)). She most recently appeared in the brand's autumn/winter 2019 campaign.

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