

FRAGRANCE AND PERSONAL CARE

## Dolce & Gabbana, Shiseido partially terminate beauty deal

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*Dolce & Gabbana is terminating its beauty deal with Shiseido. Image credit: Dolce & Gabbana*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Dolce & Gabbana and Japanese beauty group Shiseido have jointly entered into a partial termination of their beauty license agreement.

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As the result of a strategic agreement between the two companies, the change will be effective Dec. 31, 2021 for all markets and activities, excluding France. According to Shiseido, the decision to partially terminate the agreement was amicable, and is in line with Shiseido's medium-to-long-term strategy **WIN 2023 and Beyond**.

Beauty on a break

Beaut Prestige International (BPI) is currently considering a proposal from Dolce & Gabbana to conclude the license activities carried out from France by end of this year.

Shiseido and BPI entered into the DolceGabbana license agreement in October 2016. BPI is responsible for the fragrance business of Shiseido Group.



*Shiseido has recently been focusing on its luxury portfolio. Image credit: Shiseido*

BPI is also pursuing the production and distribution of Dolce & Gabbana beauty products, on a worldwide scale, for a minimum 12-month period effective Jan. 1, 2022.

Local consultation processes with French employee representatives have been launched accordingly.

Earlier this year, Shiseido announced plans to sell its personal care brands to a private equity firm as it continues to prioritize its prestige portfolio.

Shiseido will be establishing an independent joint venture with CVC Asia Pacific Limited focusing on the personal care business. Mid-to-high-priced cosmetics sales account for more than 70 percent of Shiseido's group sales since 2015 ([see story](#)).

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