

FRAGRANCE AND PERSONAL CARE

## Shiseido appoints Agnes Landau as US chief marketing officer

January 25, 2023



*Ms. Landau has held several positions of leadership within the Este Lauder Companies. Image credit: Shiseido*

By LUXURY DAILY NEWS SERVICE

Japanese beauty group **Shiseido** has named Agnes Landau as chief marketing officer of its U.S. brands.

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Ms. Landau brings a wealth of knowledge and experience to this newly created role, as she has previously held several senior positions within the Este Lauder Companies. This includes 16 years at Clinique, 10 of which were spent as head of marketing operations.

### Beauty in variety

Armed with an MBA from the Fordham Gabelli School of Business in New York, Ms. Landau spent seven years at U.S.-based cosmetics company Revlon, four as vice president of marketing for the Almay division, before moving to Clinique in 1999.

In 2013, trade organization Cosmetic Executive Women deemed her an "Achiever," and presented her with an award.

In her latest role, Ms. Landau will helm the merchandising and marketing operations for Shiseido which celebrated 150 years in business last year as well as its portfolio brands. These include Cl de Peau Beauté, Tory Burch Beauty, Narciso Rodriguez, Issey Miyake and Herms Fragrances.



*Offerings from Shiseido's "Future Solution X" and "White Lucent" collections. Image credit: Shiseido*

Outwardly, Shiseido champions these issues by turning its profile into a platform.

In September, in accordance with its Sustainable Beauty Actions project, it launched its "See. Say.Do" initiative a phonetic play on its own name to address stereotypes regarding age, ethnicity and sex.

More specifically, this campaign raised awareness about the problem of "Unconscious Beauty Bias," which prevents inclusion by narrowing the parameters of what is considered beautiful ([see story](#)).

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