

FRAGRANCE AND PERSONAL CARE

## #AliveWithBeauty by Shiseido lifts 150th anniversary with 150 NFTs, AI-generated art

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*The project is part of the brand's ongoing "Alive with Beauty" campaign. Image credit: Shiseido*

By LUXURY DAILY NEWS SERVICE

Japanese beauty group Shiseido is inviting a select few industry experts to join in on the launch of an exclusive Web3 community.

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In partnership with creative agency Cult, the brand has appointed five female leaders from the beauty, wellness and tech industries to co-create—with the help of AI—a collection of non-fungible tokens (NFTs). Followers of the brand have the chance to obtain one of these tokens, which will then grant them access to exclusive rewards and events.

"Since its founding in 1872, Shiseido has been synonymous with a pioneering spirit, bringing the best of skincare innovations to men and women all over the world," said Roman Carrega, prestige director at **Shiseido** EMEA, in a statement.

"Blockchain and AI creative solutions are opening up new ways to enrich and expand the dialogue with our community, and we intend to keep exploring communication and services in that area, faithful to our group's mission of bringing beauty innovations for a better world.'

Beauty meets technology

Of the 150 available tokens, one will be given to each of the five women who helped to design them.

These five women include award-winning makeup artist Mary Greenwell, beauty and wellness influencer Kaushal, and Sharmadean Reid, founder of The Stack World, a network for female entrepreneurs. Lauren Ingram founded Women of Web3, a site devoted to helping women navigate the latest version of the internet, and Dr. Alex Box is described as an identity designer and beauty futurist.

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A post shared by SHISEIDO (@shiseido)

The remaining 145 tokens will be given to as many winners of the sweepstakes which followers of Shiseido are invited to enter. Winners, who will eventually be granted access to seasonal skincare releases and receive tickets to virtual and in-person events, will be notified via email on March 3.

Creative agency Cult, which has offices in London and New York, oversaw the project and enhanced the AI element of the NFT designs. The NFTs are part of Shiseido's ongoing "Alive with Beauty" campaign, and the designs incorporate the image of the Japanese camellia flower, a recurring symbol of—and often an ingredient in—the brand's collections.

Those interested in entering the competition can visit Shiseido's [site](#) where they will be advised as to how to proceed.

Shiseido celebrated 150 years of beauty in 2022, and the NFT community is one of many launches commemorating the milestone. Another was the documentary the brand released which asks people from all walks of life about what beauty means to them ([see story](#)).

Months later, the brand launched its "See. Say. Do., " campaign about confronting unconscious beauty bias ([see story](#)).

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