

RETAIL

# Shiseido opens doors to first standalone boutique in India

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*The store was inaugurated by Tamannaah Bhatia, the brand's first skincare ambassador from the nation. Image credit: Baccarose*

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By LUXURY DAILY NEWS SERVICE

Japanese beauty group Shiseido is cutting the ribbon on a new retail space in Bharat, India.

Opening the doors to its first standalone boutique in the South Asian nation, the brand will engage these regional consumers in person. Located at the Inorbit Mall in Mumbai, the store is fitted with technological customization options, on-site consultants and a range of luxury skincare and makeup products.

"We are excited to introduce Shiseido's world-class beauty products to the vibrant and diverse market in India," said Nicolas Baudonnet, vice president of fragrance and cosmetics at [Shiseido Asia Pacific](#), in a statement.

"Our brand has a rich heritage of over 150 years, and we are delighted to bring our expertise and innovative products to Indian consumers," Mr. Baudonnet said. "The opening of our first stand-alone boutique store at Inorbit Mall, Malad signifies our commitment to providing an exceptional shopping experience and helping individuals embrace their unique beauty."

## **Moving into Mumbai**

Executed in partnership with Baccarose Perfumes & Beauty Products Pvt. Ltd., the corporation's distributor in the country, Shiseido's 400-square-foot space is modern in design and reflective of Shiseido's brand aesthetics.

Personalized consultations completed by beauty experts are available to shoppers, as are staff with knowledge of the latest industry tools and trends.

Positioned amid a red and white store color scheme, in accordance with brand codes, the product selection and tailored guidance from Shiseido is available to help clients find their way to offerings that match their specific preferences, skin types and concerns, says the science-forward brand.



*Ms. Bhatia is a prevalent presence throughout India's film and television industries. Image credit: Shiseido*

The news comes alongside an announcement that Shiseido has finished developing what it calls the "Skin Visualizer" after years of research.

The creation is a touch-free device that measures and outlines the condition of one's circulation in an instant. Based on this information, the user is given custom skincare and beauty advice.

Open on the ground level of the Inorbit Mall, the boutique was inaugurated by Indian actor Tamannaah Bhatia, who recently became the first-ever skincare ambassador in India for the label ([see story](#)).

She was joined by Mr. Baudonnet and Nicole Tan, president and CEO of Shiseido Asia Pacific, as well as Kadambari Lakhani, director of Baccarose Perfumes & Beauty Products Pvt. Ltd.

The store follows in the footsteps of countless other shopping destinations landing in malls at increasing rates this year ([see story](#)).

"We are thrilled to witness the unveiling of Shiseido's first standalone boutique store in India," said Ms. Lakhani, in a statement.

"This marks a momentous occasion not only for Shiseido but also for Baccarose as we continue our dedicated efforts to introduce premium international beauty brands to the Indian market," she said. "Shiseido's unique approach to beauty, blending tradition and innovation, personalization and regimen-based skincare provides enhanced clinical efficacious skincare solutions that resonates perfectly with the Indian consumer.

"We are confident that this store will become a beauty destination of choice for many."