

ADVERTISING

## Shiseido's Cle de Peau Beaute signs new face for brand advocacy

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By GISELLE TSIRULNIK

Clé de Peau Beauté has announced that actress Amanda Seyfried is the new spokeswoman and face of the brand.



Ms. Seyfried's first appearance will be in the brand's Spring 2011 advertising campaign, shot by renowned British photographer, David Sims with makeup by Lucia Pieroni, Cle de Peau Beaute Color Creator.

"There is no doubt that having a celebrity associated with the Clé de Peau Beauté brand will elevate brand awareness to new markets and demographics, as well as lending a new sense of excitement in our already established global markets," said Nicole Lynn Cardillo, director of public relations at Shiseido Cosmetics America, which owns Cle de Peau Beaute.

"We think this is especially true given that Amanda Seyfried is not only beautiful, but she is also a woman that many women around the globe feel represents an accessible kind of glamour," she said. "She is as warm and radiant in person and in pictures as she is on the big screen."

Accomplished actress

An accomplished actress, Seyfried is best known for her starring roles in the box office hits "Letters to Juliet," "Dear John," and "Mamma Mia!"

On the television front, Seyfried received critical praise for her starring role in HBO's "Big Love."

Launched originally as Cle de Peau in Japan in 1982 and relaunched in 1996, Cle de Peau Beaute is a prestige line of skincare and makeup products that is produced exclusively by Shiseido.

In the pursuit of ultimate perfection, Shiseido concentrated the most advanced scientific research and aesthetics in the creation of an exclusive line that became synonymous with refinement and luxury in Japan.



Drive global awareness

The overall strategy in signing Ms. Seyfried is to help deliver awareness of the Clé de Peau Beauté brand globally.

Currently, Japan is Clé de Peau Beauté's largest market.

Shiseido believes that the brand has the ability to grow overseas.

To do so, Shiseido felt the need for a new marketing, promotional and communications approach which will allow Clé de Peau Beauté to gain further momentum as a global brand.

Ms. Seyfried's appointment is a part of that process, as she is a universal beauty who will resonate and connect with consumers internationally.

"We believe that Amanda is the perfect person to express the Clé de Peau Beauté brand philosophy and ideal beauty," Ms. Lynn Cardillo said. "Her sparkling personality, unprecedented talent and commitment to society exemplify the modern day Clé de Peau Beauté woman in every sense of the word.

"Ms. Seyfried's beautiful persona represents the Clé de Peau Beauté brand so well," she said. "We believe that her status as a global icon will certainly enhance awareness of the Clé de Peau Beauté brand.

"And, we believe that growing awareness will most certainly help build growing sales with our existing customer as well as transcending the brand's current demographic in the United States and overseas. We feel that this is particularly true for the younger high end consumer who, like all Clé de Peau Beauté women, desires the utmost luxury in skincare

and cosmetics.”

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