

Shiseido Group Announces Beauté Prestige International Signs Licensing Agreement with Azzedine Alaïa

Tokyo (January 23, 2013) - Shiseido Co., Ltd. announces that Beauté Prestige International, a Shiseido Group subsidiary, and Azzedine Alaïa Couture (Richemont Group) have signed an exclusive licensing agreement for the creation, manufacturing and worldwide distribution of perfumes and cosmetics under the Azzedine Alaïa brand that will unite the two houses for the next 13 years. Financial terms of the agreement were not disclosed.

Since its creation in 1990, BPI has crafted a portfolio of designer fragrances that express the individuality and vision of each brand. Both houses are driven by deeply held values and a shared vision of luxury, style, elegance and excellence as well as a desire to build lasting brands.

"We are delighted and honored that Mr. Alaïa, one of the French couture masters, has entrusted BPI with the task of creating his first perfume," stated Remy Gomez, President & Chief Executive Officer of Beauté Prestige International. "What a wonderful challenge for BPI: to translate Alaïa's world, which has radiated for 30 years, into perfume! His designs are a celebration of the female form."

Azzedine Alaïa comments, "Beauté Prestige International corresponds perfectly to the spirit of the Alaïa house. I am delighted to work with them in launching this new project. I have total confidence in Beauté Prestige International to accompany me in creating a perfume that interprets my work and my world."

BEAUTÉ PRESTIGE INTERNATIONAL

Beauté Prestige International S.A. was created in October 1990 by the Shiseido Group, BPI's sole shareholder, to augment Shiseido's fragrance business with the development of new designer fragrance brands. Present in 112 countries, BPI comprises 7 subsidiaries (Germany, Austria, Belgium, Spain, France, Italy and the Netherlands) and 2 regional offices (Miami and Singapore).

The house's mission is to build lasting brands and bring to life, in the perfumery world, the spirit of the Brands and the Designers represented: Issey Miyake (1992), Jean Paul Gaultier (1993), Narciso Rodriguez (2003) and Elie Saab (2011).

AZZEDINE ALAÏA MAISON DE COUTURE

AZZEDINE ALAIA was founded in 1983 and is based in Paris. Azzedine Alaïa is part of the Groupe Richemont. Alaïa distributes clothing, shoes and accessories globally, with selective point of sale distribution, the boutique rue de Moussy in Paris, and the soon to open boutique Marignan in Paris.