

Shiseido, ambassador of the City of Tokyo

Paris, March 5th, 2018

Shiseido Company, Limited (“Shiseido”) is proud to announce its collaboration with the city of Tokyo (Tokyo Convention & Visitors Bureau) to promote Tokyo to the European public and to increase the number of foreign tourists visiting Tokyo.

Shiseido brand and Japan’s capital city are bound by key values, namely: a subtle balance between respect for tradition and constant innovation, and a quest for absolute excellence.

Attention to beauty is embedded in Tokyo’s DNA. It extends beyond mere aesthetics and reaches deep artistic roots. Paying homage to this singular perspective, Shiseido created the “Tokyo Looks” – three styles inspired by three of the capital’s emblematic neighbourhoods which highlight its diversity, its grit and its aura.

Ginza, Tokyo’s urban city centre symbolising all the grandeur of the capital, is also home to Shiseido’s head office. Ueno, the mythical park where locals and tourists rush to admire the cherry blossoms in the spring, brings a touch of nature, while Roppongi symbolises the Tokyoite avant-garde – artsy by day, electrifying by night. These three emblematic facets of Tokyo inspired Shiseido’s vibrant tribute.

Shiseido also invites you to discover the French capital’s best Japanese hotspots. 20 places that will make you believe you’re in Tokyo’s three iconic districts, Ginza, Roppongi or Ueno, even if it’s just for a moment.

This project resonates particularly well in France, where the Year of Japonisme, in tribute to the anniversary of the Meiji era, will launch from March 2018 with a packed programme of cultural events.

More information on <http://www.shiseido-europe.com/tokyo-looks/>

