

## Window Display Exhibition in Paris to Commemorate the 30th Anniversary of Shiseido Cosmetics Sales in France

Shiseido will hold Urban Art Box, a window display exhibition, in the Saint-Germain des Prés District in Paris for approximately a three-week period from September 22 to October 10, 2010 as a commemorative event of the 30th anniversary since the Company's operations in France were launched in 1980.

Shiseido has been greatly inspired by France over the course of nurturing its stance on manufacturing and corporate culture. Additionally, France is the country in which Shiseido's overseas prestige strategy was initiated and has been constantly serving as Shiseido's operation base in Europe since then.

The exhibition focuses on "window displays" and will feature 30 works presented on photo panels from representative window displays that were previously showcased by Shiseido in-house designers at the Ginza Head Office building. Six new works by young French artists envisioning "The Future of Shiseido" will be presented as well.

The exhibition will be held in conjunction with the Paris Collections and is aimed at enhancing Shiseido brand presence by taking advantage of such an auspicious occasion capturing worldwide attention in addition to the eyes of the fashion industry.

On September 23, 2010 at 6:30 p.m. local time (Japan time: 1:30 p.m. on September 24), an opening ceremony will be held at the exhibition venue Hôtel de l'Industrie\* in the Saint-Germain des Prés District. The ceremony will be attended by Shiseido President and CEO Shinzo Maeda as well as approximately 300 invited guests including Shiseido's major customers in France and Japanese and French media-related parties. President Maeda is expected to make a speech expressing the Company's appreciation in looking back on Shiseido's 30-year history in France.

\* Hôtel de l'Industrie: Building owned by *Société d'Encouragement pour l'Industrie Nationale*, a foundation promoting French industry. This is the oldest foundation in France established by Napoleon Bonaparte with the aim of reestablishing science and technology.



Work entitled "CMYK" by Taisuke Kikuchi (Shiseido in-house designer), Shiseido Head Office in Ginza, 2007

### <Exhibition Overview>

Name	Urban Art Box
Period	19-day period from September 22, 2010 to October 10, 2010 10:00 a.m.-7:00 p.m. (admission free)
Venue and exhibition details	Venue: Hôtel de l'Industrie, Saint-Germain des Prés Square <b>[Indoor exhibition]</b> Hôtel de l'Industrie (85 m <sup>2</sup> ) Address: No.4 Saint-Germain des Prés Square, Paris District 6 Exhibition presenting photo panels of 30 works that have been carefully selected from Shiseido's previous window displays <b>[Outdoor exhibition]</b> Saint-Germain des Prés Square (100 m <sup>2</sup> ) Outdoor exhibition presenting 6 works envisioning "The Future of Shiseido" by six young French artists

### Urban Art Box

Up until now, Shiseido has exhibited many works in window displays at the Ginza Head Office building by designating it as "abstract art created from limited space in the city." The current exhibition was planned based on the concept of transferring the stage from Tokyo's Ginza district to Paris.

### Window Displays

Shiseido window displays began at the Shiseido Pharmacy in 1914 based on an idea of Shiseido's first president Shinzo Fukuhara, who was influenced by the culture and art of Paris.

In 1916, Shinzo Fukuhara established a three-faced glass window for display at the corner of a newly constructed building along Ginza-dori Avenue. The window display was created with passion as part of Shiseido's philosophy of promoting beauty and incorporated various effects such as stage lighting illuminating objects from the left, right, top and bottom.

Since then, Shiseido's window displays that change according to the seasons and new product promotions have delighted visitors to Ginza. Also, the expressive capability and creativity of Shiseido in-house designers who develop the displays are highly regarded by design industries in Japan and overseas and have been awarded numerous prizes.

### Selecting "6" as Exhibition Theme

The main theme of the current exhibition is "6." The idea of selecting six upcoming French artists at this time originated from *the Paris Through the Eyes of Six* fashion show inviting French designers including Jean-Charles de Castelbajac, Claude Montana and Thierry Mugler. The event was organized by Shiseido and conducted at various sites including Tokyo and Osaka in 1977. The major success of the show has given Shiseido the opportunity to provide makeup support for the Paris Collections beginning in 1982. Shiseido has since continuously supported backstage activities of the Paris Collections by contributing its expertise in hair and makeup techniques.

Six judges were also assigned for selecting the artists. Jean-Charles de Castelbajac, one of the designers showcased

in *the Paris Through the Eyes of Six* fashion show, was appointed as honorary judge.

Among the six French artists who will be handling the outdoor exhibition, the most outstanding artist will be chosen through public voting to be conducted during the exhibition period. The selected artist will be responsible for designing the Shiseido Head Office window display in spring 2011.

<Profiles of Six Young Artists>

Shiseido's future will be depicted through window displays respectively focusing on a theme chosen among six cosmetics categories: skincare, makeup, suncare, body care, men's and fragrance.

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|---|--|
| <input type="radio"/> Emmanuel Lesgourgues (female) | 3D designer: Skincare                      |
| <input type="radio"/> Isadora Chen (female)         | Figurative artist: Makeup                  |
| <input type="radio"/> Jean Isnard (male)            | Designer: Suncare                          |
| <input type="radio"/> Pauline Angotti (female)      | Video creator/figurative artist: Body care |
| <input type="radio"/> H  l  ne Launois (female)     | Multimedia artist: Men's                   |
| <input type="radio"/> Eric Le Maire (male)          | Graphic designer/stylist: Fragrance        |

## Reference: Shiseido's French Connection and History

### Shiseido and France

Shiseido's connection with France goes back many years to Shiseido founder Arinobu Fukuhara, who established Japan's first Western-style pharmacy in Ginza in 1872, and his son, Shinzo Fukuhara, who was the Company's first president.

In 1900, Arinobu Fukuhara visited the Paris Expo, experiencing the apex of French sophistication and scholarly atmosphere together with its technology, culture and art. He returned to Japan inspired. Shinzo Fukuhara spent approximately one year in Paris in 1913, interacting with many artists and creating a body of work as a photographer shooting scenic images of Paris.

Following the shift of Shiseido's main business from pharmacy to cosmetics in 1915, Shinzo Fukuhara established the Design Department (currently the Advertising Creation Department) in 1916. Accordingly, Shiseido adopted French art nouveau and art deco elements for its cosmetic products logo and packaging as well as advertising and posters, and subsequently established its elegant and unique style known as the Shiseido Style. Additionally, Shinzo Fukuhara opened the Shiseido Gallery in 1919 in Tokyo's Ginza district and sponsored cultural support activities such as offering a free venue for young artists and avant-garde artists to present their works along with purchasing their works.

Today, the influence of various aspects from France are imbued in Shiseido's aesthetic sense and carried on through fundamental corporate activities including product development, advertising expression and support of the arts.

### Cosmetics Business Development in France

#### 1) Entry into France marks start of Shiseido's prestige strategy

In line with making inroads into France, in 1980 Shiseido began business development by focusing on a prestige strategy emphasizing "high quality, high image and high service." French visionary Serge Lutens, who became Shiseido's image creator, has gained high recognition from people in Europe who have a keen perception of beauty by expressing western interpretations of Shiseido's oriental mystique. Shiseido has also utilized high-quality Japanese products and finely tuned counseling services as its strengths and incorporated these into the foundation of its overseas prestige strategy.

#### 2) Expansion of business activities in France

Shiseido has also entered the fragrance market, which accounts for a large share of the European prestige cosmetics market, and professional market for prestige salons. Following the acquisition of Carita S.A. in 1986, which has famous salons in France, Shiseido established Beauté Prestige International S.A. to handle planning and design of designer fragrances in 1990. In 2000, Shiseido acquired a 75% stake of Laboratoires Decléor S.A., which produces *DECLÉOR* prestige skincare brand products formulated with 100% pure and natural essential oils, and fully acquired the company in 2002. Furthermore, Shiseido has actively promoted initiatives to localize business through various measures such as establishing the Gien Factory in 1991 and Val de Loire Factory in 1999 as global production bases.

Global brand *SHISEIDO* is currently available in approximately 1,000 stores, mainly in department stores and cosmetics specialty stores in France, and is recognized as a superior quality cosmetics brand with its origins in Japan.

### 3) Activities for conveying corporate culture in France

In parallel with its business activities, Shiseido is also promoting corporate culture activities in order to convey Shiseido's history and culture. The Company has previously introduced its milestones and history of Japanese women's beauty in exhibitions held in France, which has deep connections with Shiseido. These include the exhibitions of "Beauty and Advertisements of Shiseido: 1872-1986" at the Musée de la Publicité, Paris in 1986 and "PARIS-TOKYO-PARIS SHISEIDO 1897-1997 La Beauté" at the Musée des Arts Décoratifs, Paris, which was held as an official event of "Japan Year in France '97" in 1997.

Such initiatives promoted by Shiseido over many years in France, as well as the leadership of Yoshiharu Fukuhara, (nephew of the first President Shinzo Fukuhara) who is currently Honorary Chairman and was the 10th President of Shiseido (from July 1987 to June 1997), have been recognized by the French Republic. In this respect, in recognition of contributing to the industrial development of Japan and France and a broad range of activities promoting cultural and social interaction, Yoshiharu Fukuhara was appointed an *Officier de l'Ordre National de la Légion d'Honneur* in 1991 and a *Commandeur de l'Ordre National de la Légion d'Honneur* in 1997. In 2002, he was also appointed a *Grand Officier de l'Ordre National de la Légion d'Honneur*, which is France's highest ranking order and decoration presented to foreign citizens.

## Shiseido's French Connection and History

1900	<ul style="list-style-type: none"> <li>In conjunction with business trips to Europe and the U.S., Shiseido's founder Arinobu Fukuhara visited the Paris Expo, which was held under the theme of "light and energy."</li> </ul>
1913	<ul style="list-style-type: none"> <li>After studying in the United States, Shiseido's first president Shinzo Fukuhara traveled to Europe and stayed in Paris for approximately one year. There, he was exposed to the latest art and culture, including art nouveau and art deco, and deepened his interactions with artists, and then returned to Japan.</li> </ul>
1977	<ul style="list-style-type: none"> <li>Held <i>the Paris Through the Eyes of Six</i> fashion show in Japan inviting six upcoming designers from Paris as part of Japan-France cultural exchange.</li> </ul>
1980	<ul style="list-style-type: none"> <li>Commenced sales of cosmetics products in France and Germany (Shiseido initially entered Europe from Italy in 1963).</li> <li>Established a joint venture company, Shiseido France S.A., with pharmaceutical company Pierre Fabre S.A. in France</li> <li>Appointed Serge Lutens as Shiseido's international image creator.</li> </ul>
1982	<ul style="list-style-type: none"> <li>Began providing makeup support at the Paris Collections, which has continued for many years.</li> </ul>
1984	<ul style="list-style-type: none"> <li>Exhibited 30 photos and posters developed between 1960-1984 in the "Thirty Years of Photos in Japanese Advertisements" at Musée de la Publicité, Paris.</li> </ul>
1986	<ul style="list-style-type: none"> <li>Acquired Carita S.A., which handles prestige skincare and hair care brands centered on the flagship salon in Paris.</li> <li>Held "Beauty and Advertisements of Shiseido: 1872-1986" exhibition at Musée de la Publicité, Paris.</li> <li>Held "Japan's Avant-garde Art: 1910-1970" exhibition at the Centre Pompidou, Paris.</li> <li>Established a joint venture company, Pierre Fabre Japon Co., Ltd., in Japan with Pierre Fabre S.A. and commenced sales of <i>Avène</i> cosmetics brand in Japan.</li> </ul>
1988	<ul style="list-style-type: none"> <li>Established Shiseido Europe Techno-Center in Paris (currently Shiseido Europe Research Center).</li> </ul>
1990	<ul style="list-style-type: none"> <li>Established fragrance marketing and sales company Beauté Prestige International S.A. (BPI) in Paris.</li> <li>Yoshiharu Fukuhara, currently Honorary Chairman of Shiseido Co., Ltd., focused on the Association for the Development of Industrial and Commercial Cultural Support (ADMICAL), which is a French association promoting cultural preservation and support by private companies, and participated in the establishment of the Association for Corporate Support of the Arts in Japan and was appointed as the President for the association (currently the Chairman).</li> </ul>
1991	<ul style="list-style-type: none"> <li>Established the Gien Factory (Gien city) as the first production base in Europe.</li> <li>Co-sponsored exhibition of "The Creative World of Designers" at Musée Galliera, Paris.</li> <li>Honorary Chairman Yoshiharu Fukuhara appointed as an <i>Officier de l'Ordre National de la Légion d'Honneur</i> by the French Republic.</li> </ul>

1992	<ul style="list-style-type: none"> <li>• Opened prestige fragrance specialty store Les Salons du Palais Royal Shiseido in Paris.</li> <li>• BPI launched the first designer fragrance <i>L'EAU D'ISSEY</i>. (Launched <i>Jean Paul GAULTIER</i> in 1993.)</li> <li>• Supported the rebuilding of the ruined chapel of St. Vigorde Mieux, Normandy.</li> </ul>
1994	<ul style="list-style-type: none"> <li>• Co-sponsored “SHINZO AND ROSO FUKUHARA,” an exhibition of photography, at Foundation Cartier pour l’Art Contemporain, Paris.</li> </ul>
1997	<ul style="list-style-type: none"> <li>• Honorary Chairman Yoshiharu Fukuhara appointed as the Executive Committee Chairman of “Japan Year in France ‘97”.</li> <li>• Established Shiseido Europe S.A. to handle the planning and formulation of strategies in the European region (Shiseido Europe S.A. is currently restructured as an import and sales company, Shiseido Europe S.A.S., to handle business in France as well as distribution in Europe and travel retail business.)</li> <li>• Exhibition of “PARIS-TOKYO-PARIS SHISEIDO 1897-1997 La Beauté” held at the Musée des Arts Décoratifs, Paris as the first corporate culture exhibition.</li> <li>• Honorary Chairman Yoshiharu Fukuhara appointed as <i>Commandeur de l’Ordre National de la Légion d’Honneur</i> by the French Republic.</li> </ul>
1999	<ul style="list-style-type: none"> <li>• Established the Val de Loire Factory (Ormes) as the second production base in Europe.</li> </ul>
2000	<ul style="list-style-type: none"> <li>• Launched <i>Parfums Serge Lutens</i>, prestige fragrance based in Paris.</li> <li>• Acquired 75% stake of Laboratoires Decléor S.A., which produces <i>DECLÉOR</i> prestige skincare brand products formulated with 100% pure and natural essential oils, and fully acquired the company in 2002.</li> <li>• Honorary Chairman Yoshiharu Fukuhara became Japanese Chairman of the Club Franco-Japonais, a gathering of Japanese and French entrepreneurs.</li> </ul>
2002	<ul style="list-style-type: none"> <li>• Honorary Chairman Yoshiharu Fukuhara appointed as a <i>Grand Officier de l’Ordre National de la Légion d’Honneur</i> by the French Republic.</li> </ul>
2007	<ul style="list-style-type: none"> <li>• French restaurant <i>l’Osier</i> operated by Shiseido given a Three-Star Rating in editions of the <i>Michelin Guide Tokyo</i> for three consecutive years (2007, 2008, 2009).</li> </ul>
2009	<ul style="list-style-type: none"> <li>• Shiseido France S.A. integrated into Shiseido Europe S.A.S. in order to strengthen marketing and sales capabilities.</li> </ul>