

**Global brand “SHISEIDO” to launch a new fragrance “Ever Bloom” in Europe**



Shiseido will launch sales of fragrance “Ever Bloom” in 32 countries throughout Europe and the Middle East from October this year onwards through its global brand “SHISEIDO” which are sold in 89 countries and regions across the world. “Ever Bloom” will come in a variety of four products, six varieties including such as eau de parfum and body cream, with expected retail price ranging from 37 Euros to 105 Euros. Furthermore, in January 2016, “Ever Bloom” will be further enhanced by the addition of the iconic Parfum Extrait Absolu, which will retail at 188 Euros a bottle.

**Background to the sales launch of Ever Bloom and its targets**

In December 2014 Shiseido formulated its mid-to-long-term VISION 2020 strategy targeting the year 2020. The strategy seeks to create all its activities on the basis of a customer perspective, and the company is exerting itself in activities that will raise its corporate value. Within this framework we are aiming at an organizational structure based on the concept of “think global, act local,” and have identified the issue of “fostering strong brands in each geographical area.”

Taking a look at the local peculiarities of the world cosmetics market, whereas skincare products are of prime importance in Japan and the rest of Asia, fragrances are a vital product in Europe where they account for around half of all beauty sales. The Shiseido Group’s French subsidiary, Beauté Prestige International (BPI), sells designer fragrances created by fashion giants such as Issey Miyake and Narciso Rodriguez in an attempt to eagerly respond to the needs of the fragrances market, and the sale of a fully-fledged fragrance from the global brand of SHISEIDO has been long awaited. Therefore, Shiseido decided to launch a new European-based fragrance.

**Regarding Ever Bloom**

Ever Bloom has a white floral fragrance, and was blended by the celebrated French perfumer Aurélien Guichard, who was responsible for fragrances such as Issey Miyake’s ‘PLEATS PLEASE’ and Narciso Rodriguez’s “Narciso Musk for Her”.

For the development of the product, “Bloom of Inner Beauty” was decided as the key concept, as inspired by the below photograph taken by Roso Fukuhara, who was known as a photographer, the fourth son of Shiseido founder Arinobu Fukuhara. The photograph portrays a single camellia flower, lissome but imperious like a beautiful woman, which led to the creation of a fragrance that is a perfect fusion of delicacy and sensuality.



**Taken by Roso Fukuhara (1940)**

**【Items to be launched】**

Launching month	Name	Number of Item(s)	Contents	Retail Price
October, 2015	SHISEIDO EVER BLOOM Eau de Parfum	3	30mL 50mL 90mL	53€ 76€ 105€
	SHISEIDO EVER BLOOM Perfumed Shower Cream	1	200mL	37€
	SHISEIDO EVER BLOOM Perfumed Body Lotion	1	200mL	42€
	SHISEIDO EVER BLOOM Perfumed Body Cream	1	200mL	65€
January, 2016	SHISEIDO EVER BLOOM Parfum Extrait Absolu	1	20mL	188€