

'Give the gift of skin beauty': Shiseido TR unveils 2022 Holiday Collection

Japanese beauty company Shiseido Travel Retail is spreading joy this festive season with its 2022 Holiday Collection.

Prestige brands Shiseido, Clé de Peau Beauté, NARS and Drunk Elephant star in a hero lineup of skincare and makeup brands that invite travellers to 'give the gift of skin beauty'.

The collection uses creative expressions such as folded origami flowers, night-sky motifs and eye-catching black and gold stars.

The product assortment comprises Shiseido: Folded with Love campaign; Clé de Peau Beauté: The Radiant Sky Collection; Nars Holiday Collection 2022; and Drunk Elephant Holiday 2022.

Siv Chao, Vice President, Strategic Marketing, Shiseido Travel Retail, commented: As Shiseido's 150th anniversary year draws to a close, we would like to extend our deepest appreciation to our people and partners for making this year such a fulfilling one for travellers.

This holiday season, we celebrate our iconic and next-generation skin beauty brands with a diverse collection that we hope will inspire them to share in the act of gifting love to others – it is a time to recharge and reconnect not just with family and friends, but also with our inner selves. Shiseido Travel Retail wishes everyone a wonderful festive period and New Year ahead.

Folded with love

Taking its inspiration from origami, the Japanese art of paper folding, the 'Folded with Love' campaign from Shiseido invites travellers to share beauty with their loved ones through a festive design incorporating vibrant origami flowers.

Camellia, Rose, Safflower, Magnolia, Hibiscus, Jasmine and Iris flowers are brought to life through campaign visuals that promote the Shiseido Ultimune Power Infusing Concentrate and Vital Perfection Intensive WrinkleSpot Treatment.

The Shiseido Vital Perfection Intensive WrinkleSpot Treatment Duo Holiday Limited Edition (20ml x 2) is now available in travel retail Asia Pacific and travel retail Japan.



Shiseido Vital Perfection Intensive WrinkleSpot Treatment Duo Holiday Limited Edition is exclusive to travel retail.

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Shiseidos Folded with Love campaign is inspired by origami, the Japanese art of paper folding.

Clé de Peau Beauté: The Radiant Sky Collection features The Serum, La Crème, Cleansing Trio (*Softening Cleansing Foam N 60g, Cleansing Oil 75mL, Micellar Cleansing Water 75mL and Cotton 36 sheets*); Lipstick (*in shades: 521 Starlight Pink, 522 Cosmic Red, 520 Heavenly Peach Matte and 523 Stellar Red Matte*); The Luminizing Face Enhancer (*In shades: 104 Radiant Superstar, 105 Shimmering Orb*); Eye Color Quad, Translucent Loose Powder; and Lipstick Mini Set (*in shades: 103 Legend of Rouge Matte, 118 Relentless Rose Matte, 15 A Flair for Fuchsia, 5 Camellia and 22 Beguiling Brick*).

The collection is now available in travel retail Japan and travel retail Asia Pacific (*except for the Cleansing Trio and Lipstick Mini Set, which are available exclusively in travel retail Japan*).

Elsewhere, The NARS Holiday Collection 2022 is available in travel retail Asia Pacific and travel retail Japan while the 'Wake-Up Haul' and 'A Night To Remember' kits from Drunk Elephant Holiday 2022 are available in travel retail Asia Pacific from November.