

MEDIA RELEASE

Shiseido Travel Retail and Jewel Changi Airport Renew SHISEIDO FOREST VALLEY Partnership

Move signifies reaffirmation of confidence in Jewel as beauty group marks 150th anniversary



SINGAPORE, 27 SEPTEMBER 2022 – Shiseido Travel Retail (STR) has strengthened its partnership with Jewel Changi Airport (Jewel) through the renewal of brand SHISEIDO’s naming rights of Jewel’s iconic indoor forest sanctuary – the Forest Valley – for a period of three additional years, until April 2025.

The renewal is timely as Japan’s preeminent beauty company celebrates 150 years of BEAUTY INNOVATIONS FOR A BETTER WORLD and Jewel shines again amid strong rebound of visitor numbers. The deal which was first signed in April 2019 will see STR maintaining its premium position as one of Jewel’s pioneering partners and re-establishes the SHISEIDO FOREST VALLEY as a key feature of the world-class multifaceted lifestyle destination.

In an expression of new beginnings, a traditional Japanese sake barrel-breaking “Kagami Biraki” ceremony and planting of a *Garcinia subelliptica*, also known as Happiness Tree or 福木 (フクギ) – the first of its kind in Jewel symbolically selected to imbue Shiseido’s founding belief that beauty inspires hope and empowers happiness for all – was held on 26 September 2022.



Officiated by Shiseido Travel Retail President & CEO Philippe Lesné and Jewel Changi Airport Devt. CEO James Fong, the commemorative event reinforces the joint commitment between SHISEIDO and Jewel to create an oasis of peace and extraordinary experiences amid Jewel’s diverse retail, dining and play offerings for visitors and locals to rest, recharge and rejuvenate.



With over 2,000 trees and palms and over 100,000 shrubs spanning 21,000sqm within the development, Jewel is located at the gateway to Singapore for many international visitors and its design mirrors Singapore’s reputation as a City in Nature. Inspired by the deep appreciation of nature in Japanese culture, the interactive SENSE art installation at the SHISEIDO FOREST VALLEY west trail – created in collaboration with renowned international art collective [teamLab](#), invites visitors to indulge their senses of sight, sound, smell and touch in an immersive environment.

Philippe Lesné, President and CEO of Shiseido Travel Retail, said, “As we celebrate SHISEIDO’s 150th anniversary this year, we are pleased to extend this important partnership with Jewel Changi Airport in Shiseido Travel Retail’s home base of Singapore. We take pride in having our flagship brand embedded in Jewel’s beautiful landscape, and we see the renewal as an affirmation of our shared values in integrating nature, design and technology to create experiential spaces of harmony, joy and new energy for communities. Through the strong collaborative spirit with Jewel, I am confident we can do more together as we look to the future.”

James Fong, CEO of Jewel Changi Airport Devt., said, “Jewel has always sought to provide our visitors with a delightful experience through our offerings, whether to refresh the weary traveller or energise the local visitor. Such offerings can be brought forth through partnerships, and particularly, the one that we continue to have with Shiseido Travel Retail, where we share the same belief in striving for innovation. Amid the strong show in the number of visitors at Jewel over the past months, where Jewel’s footfall to-date is trending at more than double that of the same period in 2021, we are excited to work with Shiseido Travel Retail on other interesting initiatives to roll out at the Forest Valley.”



Hi-res images and video can be downloaded from: https://bit.ly/Jewel_ShiseidoForestValley

About Jewel Changi Airport Trust Pte. Ltd. (www.jewelchangiairport.com)

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport’s landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport’s appeal as a premier air hub.

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About Shiseido Group & Shiseido Travel Retail



Founded in 1872 as Japan's first Western-style pharmacy, [Shiseido Company, Limited](#) has since transformed into a global beauty company that currently operates in approximately 120 countries and regions around the world.

In 2016, Shiseido Travel Retail was established as the regional headquarters for Shiseido's global duty free business. Headquartered in Singapore with offices in Tokyo, Shanghai, Hong Kong, Paris, Dubai, and Miami, it operates in airports, downtown stores, border shops, airlines, and ferries, and specializes in accelerating the growth of Shiseido's brands to travelers.

Shiseido Travel Retail's portfolio includes skincare brands SHISEIDO, Clé de Peau Beauté, IPSA, THE GINZA, ELIXIR, ANESSA, and Drunk Elephant; makeup brand NARS; as well as fragrance brands ISSEY MIYAKE, narciso rodriguez, and Serge Lutens.

For more information, please visit: <https://corp.shiseido.com/en/tr/>

In 2022, Shiseido celebrates its 150th anniversary. For more information, please visit the dedicated 150th anniversary website: <https://corp.shiseido.com/150th/en/>

About brand SHISEIDO

SHISEIDO is the key global prestige brand of the Shiseido Group that markets skincare, makeup, suncare, and fragrance products in 88 countries and regions around the world. It brings out the beauty of each individual customer for the healthy vibrance of both mind and body through skincare and makeup products developed using innovative technologies.

The brand celebrates its 150th anniversary with the launch of its campaign "From Life Comes Beauty". Unveiled on 1 June 2022, the campaign highlights SHISEIDO's enduring focus on life as the essence of beauty and its ongoing pursuit of uncovering the mechanisms that connect beauty and life.

SHISEIDO Brand Site: <https://international.shiseido.co.jp/>

Instagram: <https://www.instagram.com/shiseido/>