


# Shiseido Seasonal Campaign Rollouts & media storytelling.

Developed 360° content for two seasonal launches—spanning homepage takeovers, email series, and social



A Routine Refresh Is Vital

Enjoy a 5-piece Vital Perfection gift to restore your skin's youthful glow, when you spend \$125.\*

Code: SUPREME

[SHOP NOW](#)

\*Terms and conditions apply.

**\$105 VALUE**

**NEW**

The image displays a collection of Shiseido skincare products against a soft, pinkish-red background with faint floral silhouettes. From left to right, the items are: a jar of Shiseido Vital Perfection Concentrated Supreme Cream, a tube of Shiseido Ultimune Concentrate, a bottle of Shiseido Ultimune Concentrate, a tube of Shiseido Clarifying Cleansing Foam, and a red Shiseido cosmetic bag. A black circle with white text indicating a '\$105 VALUE' is positioned above the products. A 'NEW' tag is located below the jar. The Shiseido logo and 'GINZA TOKYO' are visible on the red bag.



NEW

## A Routine Refresh Is Vital

Enjoy a 5-piece Vital Perfection gift  
to restore your skin's youthful glow,  
when you spend \$125.\*

Code: SUPREME

**SHOP NOW**

\*Terms and conditions apply.

Free Standard Shipping on All Orders

SHISEIDO  
GINZA TOKYO

STARTING TODAY

## A Routine Refresh Is Vital

Restore your skin's youthful glow  
with our 5-piece Vital Perfection gift,  
yours when you spend \$125.

Code: SUPREME

SHOP NOW



Your Luxurious Gift Includes:

### Clarifying Cleansing Foam

Gently remove makeup  
and impurities with this  
creamy foaming cleanser.



### ULTIMUNE Power Infusing Serum

This potent antioxidant  
face serum boosts  
radiance, resilience,  
and smoothness.



### NEW VITAL PERFECTION Concentrated Supreme Cream

A newly launched  
Vital Perfection formula  
that defies the look  
of progressive sagging  
for more sculpted skin.



### VITAL PERFECTION Uplifting and Firming Eye Cream

Keep dark circles,  
puffiness, fine lines  
and wrinkles tight,  
bright, and out of sight.



### Signature Pouch

SHOP NOW



SKINCARE

SUNSCREEN

MAKEUP

MEN

GIFT SETS

EXCLUSIVE OFFERS

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Standard shipping with every order

Refer a Friend

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# Shiseido Spring Campaign Rollouts & media storytelling.

Developed 360° content for two seasonal launches—spanning homepage takeovers, email series, and social

A promotional banner for Shiseido's Spring campaign. The background is a soft, pastel gradient of light blue and pink. In the center, five Shiseido products are displayed: a red bottle of Ultimune Power Infusing Concentrate, a gold jar of Vital Perfection cream, a blue tube of Sun Protection SPF 50+, a white jar of Benefiance cream with its lid open, and a white tube of Sun Protection SPF 50+. On the left side, the text 'SPRING TO IT' is followed by 'Savings in Full Bloom'. Below this, two discount options are listed: '15% Off \$150' and '20% Off \$300\*'. A code 'Code: SPRING' is provided, followed by a black 'SHOP NOW' button. At the bottom left, a small note states '\*Terms and conditions apply.'

SPRING TO IT

Savings in Full Bloom

15% | 20%  
Off \$150 | Off \$300\*

Code: SPRING

[SHOP NOW](#)

\*Terms and conditions apply.

Free Standard Shipping on All Orders

SHISEIDO  
GINZA TOKYO

SPRING TO IT

## Savings in Full Bloom

15% | 20%  
Off \$150 | Off \$300

Code: SPRING

SHOP NOW



A new season calls for a fresh routine,  
glow into spring with luminous skin.

SHOP NOW

## Discover Our Spring Essentials



238  
POINTS

Ultimune Power Infusing Serum  
\$85.00

[SHOP NOW](#)



Ultimate Sun Protection Lotion  
WetForce For Sensitive Skin And  
Children SPF 50+ Sunscreen  
\$85.00

[SHOP NOW](#)



Eyelashcurler And Beneffiance  
Wrinkle Smoothing Eye Cream  
Bundle (\$90 Value)  
\$85.00

[SHOP NOW](#)



Vital Perfection Uplifting And  
Firming Cream Enriched  
\$85.00

[SHOP NOW](#)

SKINCARE

SUNSCREEN

MAKEUP

MEN

GIFT SETS

EXCLUSIVE OFFERS

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SHISEIDO  
GINZA TOKYO

## Savings in Full Bloom

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Code: SPRING

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