The Shiseido Archives: Sustainability and Top Management Change

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Shiseido logo through the years

Shiseido Camelia logo through the years
Founder: Arinobu Fukuhara
First self-developed product: Eudermine
Fiscal 2014 (April 2014 – March 2015)

Annual Sales 5th*1 in the world

Operates in about 120 countries and regions around the world

Net Sales ¥763.1 billion*2

2015 (January – December)

Asia/Oceania
170.0 Billion yen
(China 114.8 Billion yen)

Europe
108.9 Billion yen

Americas
133.1 Billion yen

Overseas
412.1 Billion yen

Japan
365.6 Billion yen

53.0%
14.0%
17.1%
21.9%
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Shiseido Art House

Shiseido Gallery, 1934
Shiseido Corporate Museum, Kakegawa
First floor exhibits
Second floor exhibits
Selling Shiseido — I

Cosmetics Advertising & Design in Early 20th-Century Japan

The 20th-century history of the Shiseido cosmetics company provides a vivid image of the efflorescence of modernity in Japan—reflecting the changing ideals of feminine beauty, the emergence of a vibrant consumer culture, cutting-edge trends in advertising and packaging, and the persistence of cosmopolitan ideals even in the midst of the rise of militarism in the 1930s. This unit draws on Shiseido’s vast archives, focusing on the marketing of concepts of modern beauty from the 1920s through 1943, when wartime exigencies eventually curtailed the promotion of an international aesthetic of worldly chic.

Massachusetts Institute of Technology © 2009 Visualizing Cultures

exhibitions outside of Japan

Russia

China

USA
“A series of continuous innovations have made Shiseido what it is today.”

Upon finishing his tour,

The new president & CEO, Mr. Masahiko Uotani
“The types of records preserved in corporations tend to reflect the character of the organization itself... the archivist strives to develop a collection that represents the totality of the institution.”

Philip F. Mooney,
“The Practice of History in Corporate America: Business Archives in the United States,”
High School Girl? - The Secret of High School Girls

https://youtu.be/5n3Db6pMQ-8