

EST. 1902
SHISEIDO PARLOUR
GINZA TOKYO

SHISEIDO PARLOUR Opens its First Overseas Store in August 2016

SHISEIDO PARLOUR opens its first overseas store selling Western confectionery within Takashimaya Department Store in Singapore on Saturday, August 20, 2016. There will be a total of 16 key items of 10 different product types made available, including cheesecake, la ganache, etc., served in packaging winning the 2016 JAGDA Award.



Reminiscent of SHISEIDO PARLOUR Main Store in Ginza, Tokyo, the showcase placed in its Singapore store features a design full of dignity with stone materials processed with elaborate etching. Walls have also been made of stone materials in perfect harmony with the showcase, expressing the spirit of Omotenashi hospitality in the same way as in its Ginza Main Store. Designing has been conceived by the Advertising & Design Department, while NOMURA Co., Ltd. has been in charge of design-drawings and construction, and Shiseido Singapore Co., (Pte.) Ltd., a SHISEIDO subsidiary, in charge of import and sales of products.

Background of the overseas launch

Since its opening in Ginza, Tokyo in 1902, SHISEIDO PARLOUR has been in constant pursuit of excellence in deliciousness and authenticity. With its superb taste and modern packaging highly reputed not only in Japan but overseas as well, purchases made by foreign travelers have been rising year after year.

The opening of our first store overseas in Singapore, a place with fully developed business infrastructure, is a reflection of our desire to deliver to our overseas customers the delicious taste

and the heart of Omotenashi hospitality originating from Ginza, Tokyo. In the future, we will proceed with our overseas operations particularly in Asia for creation and furthering of beautiful life culture through food into the rest of the world.

What is the JAGDA Award?

The JAGDA Award is granted to works with particularly distinguished graphical designs chosen from among those presented in “GRAPHIC DESIGN IN JAPAN” organized by Japan Graphic Designers Association Inc. (JAGDA) as part of its endeavor for improvement of the communication environment through design. JAGDA is a nationwide non-profit organization founded in 1978 and is one of the largest national organizations for graphic designers with roughly 3,000 members.

Overview of the store

Address: 391 Orchard Road, SINGAPORE 238873
SINGAPORE TAKASHIMAYA B2

Telephone: (65) 6738-1111 (main number)

Grand opening: Saturday, August 20, 2016

※ The current temporary store will be closed from Monday, August 15 to Friday, August 19, 2016 for construction work.

※ A bamboo-framed Uchiwa (Japanese fan) with a drawing of the SHISEIDO Ginza Building (standing at the site where SHISEIDO started) as a motif will be presented to the first 500 purchasers as a gift commemorating the opening of the Singapore store.

SHISEIDO PARLOUR

SHISEIDO PARLOUR opened in 1902 in a corner of SHISEIDO Pharmacy in Ginza 8-chome (the site where SHISEIDO started and where Tokyo Ginza SHISEIDO building presently exists) as the first soda fountain in Japan, making and selling soda water and ice cream which was still rare at the time. In 1928 a full-fledged restaurant opened, serving as a pioneer of Western cuisine and a symbol of the Ginza district, providing tasty memories for numerous customers.

■Address:

8-8-3, Ginza, Chuo-ku, Tokyo

Toll-free number: 0120-4710-04 (10:00 – 17:00 Monday through Saturday, closed on Sundays, national holidays, and year-end/New Year holidays)

■Official website:

<http://parlour.shiseido.co.jp/>

■Official Facebook account:

<https://www.facebook.com/shiseidoparlour/>

■Official Twitter account:

<https://www.twitter.com/shiseidoparlour/>