



## Shigeta

- ▶ **Headquarters:** Paris, France
- ▶ **Founder:** Chico Shigeta
- ▶ **Launched:** Tokyo, Japan, 2006
- ▶ **Product range:** Essential oils, floral waters, herbal teas, dried fruits, diffuser oils (30 products)
- ▶ **Distribution:** Selective (40 doors in Japan; 1 in France)
- ▶ **Star product:** Pure & Slim; River of Life
- ▶ **Price positioning:** €18 - €93

### ▶ **Brand philosophy:**

From essential oils to coaching programs and ingestibles, France-based Shigeta has come to encompass all elements of wellbeing. Masseur Chico Shigeta's venture into the beauty world took flight after she began developing her own 100% natural and organic-certified essential oils for her Coaching Vitalité massages for private clients. With the goal of reaching new consumers, Shigeta began a range of "beauty" products for retail in high-end haircare salons in Japan.

The range, which includes floral waters that can be used on the

skin as well as in drinks, herbal teas and dried fruits, are also sold in restaurants in Japan. "My aim is to work on the layers underneath the hair and skin," states Shigeta.

This year the brand opened its first department-store corner in Japanese department store Isetan and launched in the Colette concept store in Paris, France. "The idea of the brand is vitality coaching; beauty is the first sign that the body is in good health," comments Shigeta. She is currently working on developing more specific cosmetic products.