

Press Release

Fine Today Shiseido Wins Red Dot Award for its Corporate Design

Fine Today Shiseido Co., Ltd. (Head Office: Minato-ku, Tokyo; Representative Director, President and CEO: Tetsuo Komori) is pleased to announce that its corporate design has won a Red Dot Award as part of Red Dot Award: Brands & Communication Design 2022, one of the world's largest design competitions.*

■ Award-winning design

Discipline: Brands & Communication Design

Category: Corporate Design & Identity

Subcategory: Corporate Design

Creative project team: dof inc., canaria Inc., and GOTO ISLANDS NAKAMURA_TADASHI Co, Ltd.



Fine Today Shiseido began operation in July 2021, as a provider of personal care products. We aim to achieve sustainable development based on our purpose, which is "to enrich the lives of everyone today and for generations to come, one fine day at a time."

Our corporate logo is one way we express this purpose. The award-winning design renders the initial letter "f" of "finetoday" like an eighth note, which conveys a sense of pleasant comfort, while the color evokes the refreshing feeling of a blue sky.

With its purpose in mind, Fine Today Shiseido will continue providing sustainable value to all its stakeholders.

■ About the Red Dot Award

One of the largest annual design competitions in the world, the Red Dot Award is organized by the Design Center North Rhine-Westphalia in Germany. The competition is divided into three disciplines: Product Design, Brands & Communication, and Design Concept.

For more information visit the official website : <https://www.red-dot.org>

(Our award-winning introduction page : <https://www.red-dot.org/project/finetoday-60987>)

* From the Red Dot Award official site