

Shiseido acquires leading skincare brand

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The acquisition of Drunk Elephant strengthens Shiseido's leadership in the global prestige skincare market



Japan headquartered Shiseido Company, Limited has announced that Shiseido Americas Corporation, a subsidiary of Shiseido, has signed a definitive agreement to acquire DRUNK ELEPHANT™, a leading and fast-growing prestige skincare brand and a recognized expert in developing clean compatible and effective products. The acquisition of Drunk Elephant strengthens Shiseido's leadership in the global prestige skincare market.

Drunk Elephant was founded in 2012 by Tiffany Masterson as a solutions-oriented, cross-generational brand for all skin types, and has since experienced exponential growth across a full range of consumer demographics, including Gen Z and Millennials. Its curated assortment of iconic hero products use biocompatible ingredients that directly benefit the skin's health and support the integrity and effectiveness of the formulations.

Drunk Elephant's effective products, unique and playful brand voice, and strong community engagement have helped to build a loyal following, creating substantial room for further growth as it is introduced to more consumers around the world.

Drunk Elephant will be able to leverage Shiseido's global platform and resources to expand into new and existing markets both in the Americas and internationally including Europe and Asia. Shiseido's Global Innovation Center and Digital Center of Excellence will provide a wealth of expertise and a unique support network, maximizing Drunk Elephant's opportunities for growth and development across all channels.