

SELLING SHISEIDO
COSMETICS ADVERTISING & DESIGN IN EARLY 20TH-CENTURY JAPAN
BY GENNIFER WEISENFELD

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Glamour

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Luxury & Thrift
in Wartime

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Footnotes

1. Shiseido began producing cosmetics in 1896.
2. Kathy Lee Peiss, *Hope in a Jar: The Making of America's Beauty Culture*, 1st Owl Books ed. (New York: Henry Holt, 1999), p. 6.
3. Fukuhara learned the chemical techniques of photography from Hirano Ikkan, a true Renaissance man, who, after returning from his studies in Germany, took up black-box photography as well as oil painting. Displaying a wide range of skills, Hirano is even credited with being the first Japanese to manufacture genuine perfume. Fukuhara published some of the photographs he took in Paris in June 1921 in an issue of the Shashin Geijutsusha's magazine *Shashin Geijutsu* (Photographic Arts) under the title "Paris and the Seine, Part I." The following year in March, he published a separate volume of 24 of the works under the title *Paris and the Seine*. Shiseido, *Shiseido Senden Shi*, 3 vols., vol. 1 (Tokyo: Shiseido 1979), pp. 12-13, p. 15, Fuku Noriko et al., *Shinzo and Roso Fukuhara: Photographs by Ginza Modern Boys 1913-1941* (New York: SEPIA International Inc., 2000).
4. Fukuhara Arinobu's stewardship of the pharmacy at the prestigious and modern Tokyo Hospital, founded by Doctor Takagi Kanehiro, inestimably contributed to consumer confidence in the Fukuhara name.
5. Inoue Mariko, "Kiyokata's Asasuzu: The Emergence of the Jogakusei Image," *Monumenta Nipponica* 51, no. 4 (1996).
6. Peiss, *Hope in a Jar: The Making of America's Beauty Culture*, pp. 16-17.
7. Shiseido, *Shiseido Senden Shi*, p. 21.

8. Shiseido also marketed two liquid white powders: Blanc de Perles and Eau de Neige. *Ibid.*, p. 22, pp. 34-35.

9. <http://www.unilever.com/ourbrands/personalcare/Ponds.asp>

10. Shiseido promoted the popular European trend of putting an open bottle of perfume in one's drawers to infuse one's clothing with scent rather than apply the scent to a handkerchief. *Shiseido Geppō* 2, December 1924, p. 1

11. For an in-depth discussion of the new woman and the modern girl, see: Barbara Hamill Sato, *The New Japanese Woman: Modernity, Media, and Women in Interwar Japan* (Durham: Duke University Press, 2003).

12. Shiseido, *Shiseido Senden Shi*, p. 10.

13. The Hanatsubaki-kai and its coupon books were introduced in *Shiseido Graph* 43, February 1937, pp. 18-19.

14. Ibuka Akira, "Shōgyō Shashin," in *Shinbun Shashin, Shōgyō Shashin*, pp. 13-58, (Tokyo: Shinkōsha, 1935).

15. *Shiseido Graph* 17, December 1934, cover.

16. "Ginpa o kōshite," *Shiseido Graph* 3, September 1933, p. 9; *Shiseido Graph* 5, November 1933, p. 9.

17. "Ryūkō no gōka" (Trends in Luxury), *Shiseido Graph* 10, May 1934, p. 14.

18. *The Chainstore Research* 9, March 1936, cover.

19. For a discussion of Kao soap advertising design, see: Gennifer Weisenfeld, "'from Baby's First Bath': Kao Soap and Modern Japanese Commercial Design," *The Art Bulletin* LXXXVI, no. 3 (2004).

20. See Gennifer Weisenfeld, "Japanese Modernism and Consumerism: Forging the New Artistic Field of Shōgyō Bijutsu (Commercial Art)," in *Being Modern in Japan: Culture and Society from the 1910s to the 1930s*, edited by Elise K. Tipton and John Clark (Honolulu: University of Hawaii Press, 2000); and Gennifer Weisenfeld, "Japanese Typographic Design and the Art of Letterforms," in *Bridges to Heaven: Essays on East Asian Art in Honor of Professor Wen C. Fong*, edited by Jerome Silbergeld and Dora C.Y. Ching (Princeton: P.Y. and Kinmay W. Tang Center for East Asian Art, Department of Art and Archaeology, Princeton University in association with Princeton University Press, forthcoming).

21. *The Chainstore Research* 26, August 1937, inside back cover.

22. *The Chainstore Research* 29, November 1937, inside back cover.

23. Shiseido, *Shiseido Senden Shi*, p. 48.

24. For a discussion of this compendium and commercial art trade journals of the period, see Weisenfeld, "Japanese Modernism and Consumerism: Forging the New Artistic Field of Shōgyō Bijutsu (Commercial Art)."

25. Shiseido, *Shiseido Senden Shi*, p. 47, p. 49.

26. Gennifer Weisenfeld, "Designing after Disaster: Barrack Decoration and the Great Kantō Earthquake," *Japanese Studies* 18, no. 3 (1998).

27. *The Chainstore Research* 28, October 1937, cover.

28. *The Chainstore Research* 30, December 1937, cover.
29. *Shiseido Chainstore Alma Mater* 2, no. 11, November 1940, cover.
30. Sheldon Garon, "Luxury Is the Enemy: Mobilizing Savings and Popularizing Thrift in Wartime Japan," *Journal of Japanese Studies* 26, no. 1 (2000).
31. Shiseido, *Shiseido Senden Shi*, p. 167.
32. *Shiseido Chainstore Alma Mater* 2, no. 9, August 1940, back cover.
33. Shiseido, *Shiseido Senden Shi*, p. 179.

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