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Promotion Designs

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Super Premium unleashes the possibility
of new promotion designs!

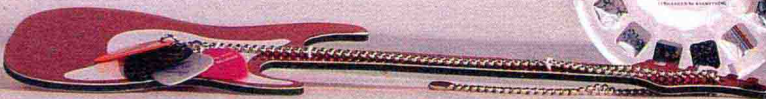
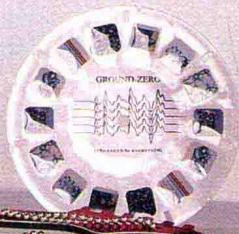
Published By
AllRightsReserved Publishing



Super Premium is the book of 555 collection items.

SuperPremium

EXTRAORDINARY PREMIUM FOR PROMOTING YOUR BRAND



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First Published in 2007 by AllRightsReserved Ltd.
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ISBN 978-988-99001-5-1

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fashion show



new shop/company



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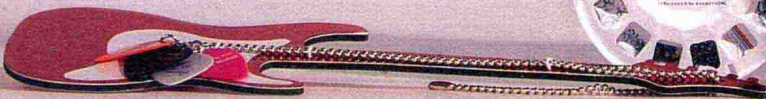
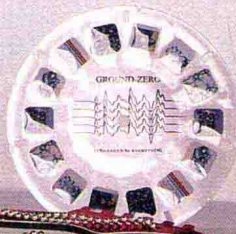
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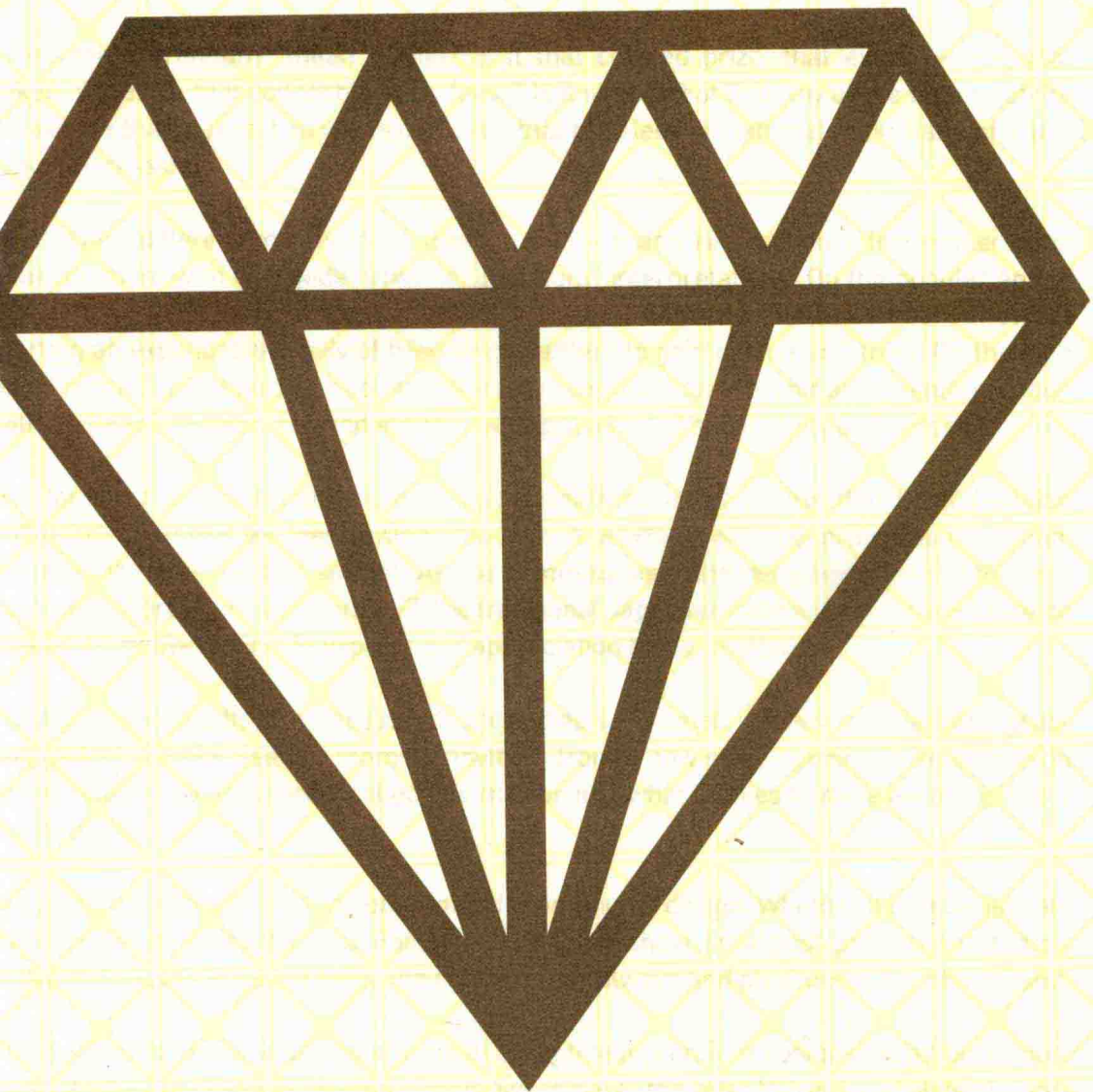
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For Distribution: garylau@allrights-reserved.com
For Editorial Submission & Collaborations
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Prologue

What does “premium” mean to you? Is it that coveted prize, that extra service, that token of thanks, that collectible party favor? Is it simply that little toy at the bottom of the cereal box that makes it all worth it? Or is it that priceless VIP gift that makes an unforgettable impression?

In applying different means to a common end - brand recognition - five makers and shakers share with us a wide range of “premium” interpretations. On the popular end of the spectrum, Japanese network corporation Docomo describes the “mushroom effect” of starting an expandable family of friendly characters to gain customers’ trust. On the high end, French lifestyle boutique colette offers her clientele a taste of chic and a sense of clique with exclusive, curated, catered events - with just a hint of spontaneity and surprise.

But for most of us, the premium is that tangible object of desire, that limited-edition collector’s item that we feel privileged to own. A premium not only promotes the brand, it makes the receiver feel special. As the commissioner and designer of one of the first commercial premium series in 1937, the traditional Japanese cosmetics company Shiseido makes its motive clear: “To express our appreciation to our customers.”

Today, premium gifts are not just for the ladies who lunch. Trendy freebies and grab-bag gadgets can be used to promote anything from a new store opening to an upcoming movie release, while a clever collectible may be just what it takes to raise awareness of a social cause.

Still, each premium is a standalone work of promotional design. Whether it be a perishable dark chocolate invitation to a Fall-Winter fashion show or a post-production studio’s souvenir tube of ping-pong balls, the receiver may always find pleasure in the object itself.

This book proposes a visual panorama of exceptional premium designs for all occasions. From the hallmark sealing stamp of your own initial to the retro Viewmaster slide of rotating fashion patterns, the super premium is that special gift that you’ll never forget.



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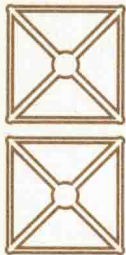


by collectors



SUPER PREMIUM / NOVELTIES FROM HERE, NOW AND BEYOND

SUP P P e M ium



SOME CALL THEM FREEBIES, SOME SAY IT'S PRIVILEGE, SOME LIKE IT FANCY, SOME WANT IT HANDY. THERE MAY BE NO ONE DEFINITION FOR THE MULTITUDE OF NOVELTY GADGETS, BUT THEY ALL SHARE A COMMON GOAL - TO MAKE US REMEMBER. BIG OR SMALL, HANDED OUT IN PUBLIC OR PRESENTED ON RSVP, THESE PRICELESS PRODUCTS POPULATE OUR LIFESTYLES. LET'S WANDER THROUGH THE WONDERFUL WORLD OF SUPER PREMIUM.



Part A Meet The Makers

Extraordinary premium for promoting your brand

1

Meet Shiseido

COSMOPOLITAN LADIES' CLUB

"GIFTS TO EXPRESS OUR APPRECIATION TO OUR CUSTOMERS"

p.8-13

2

Meet Docomodake

MUSHROOMING FAMILY NETWORK

"KEEP IT FRESH, FUNNY, FRIENDLY AND BOLD"

p.14-19

3

Meet Colette

EXCLUSIVE SPONTANEOUS SURPRISE

"SKILLFUL MIX OF UNIQUE PLACE, GREAT MUSIC,
THE RIGHT GUESTS AND PERFECT CATERING"

p.20-23

4

Meet Winifred Lai

SOPHISTICATED SOCIALITE

"OUT OF COURTESY, OUT OF CLASS, OUT OF MEDIA ATTRACTION.
HERE COME THE NOVELTY GOODS"

p.24-27

WHAT MAKES A GOOD MEMENTO? PRACTICALITY? LUXURY? GIMMICK? OR JUST PLAIN SINCERITY?
FROM THE ONES WHO MAKE IT HAPPEN TO THE ONES WHO RECEIVE THE COMPLIMENTS, WHAT
GOES ON BEHIND THE SCENES? TWO BRANDS, AN EVENT PLANNER AND A FASHION SOCIALITE
OFFER THEIR INDIVIDUAL POINTS OF VIEW ON THIS PROTEAN PLATFORM FOR BRANDING.

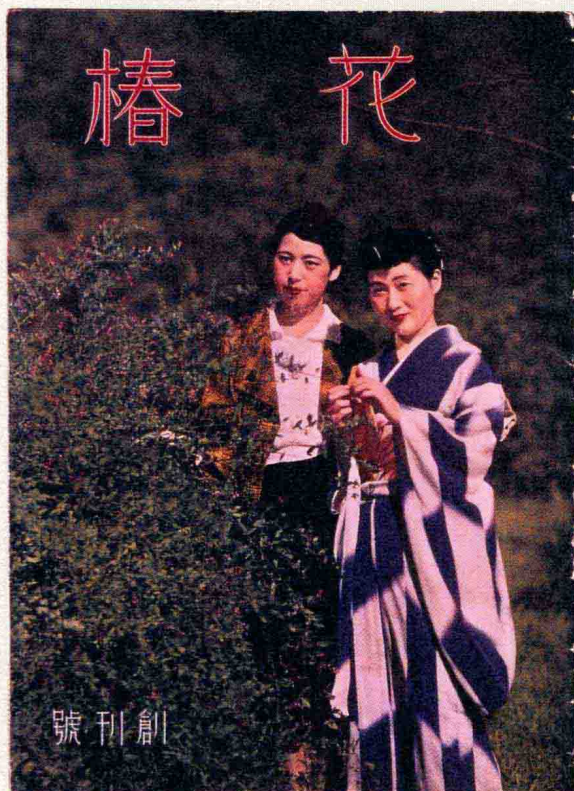


Culture Beauty Interview With Shiseido

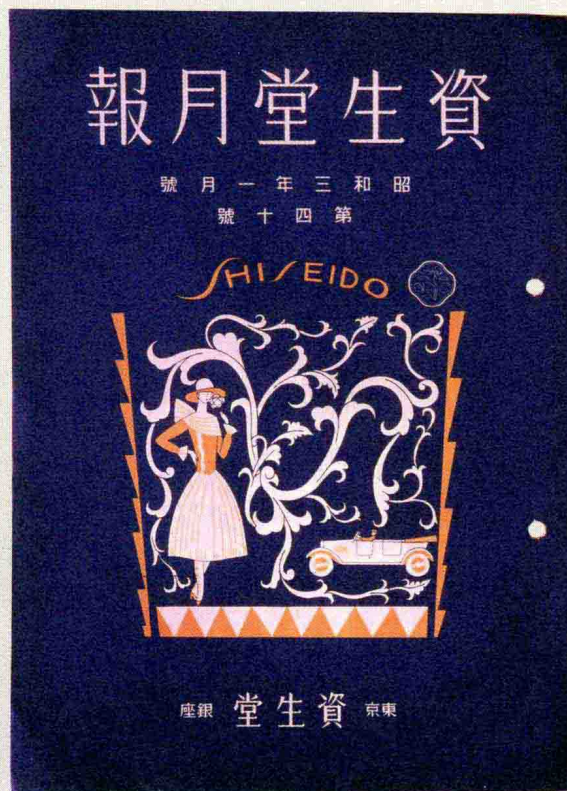
Founded well over a century ago, Shiseido stays true to its traditional Japanese roots and customs, while persevering in its mission to incorporate Western knowledge, ideas and trends. The company's cultural activities focus on preservation and exhibitions, as well as support and contribution to social welfare and the arts.



Hand-painted powder case, 1959



1st issue of Hanatsubaki, 1937



Shiseido Monthly News, 1928

Would you please introduce Shiseido?

Shiseido was established in 1872 in Ginza, Tokyo, as the first pharmacy of Western medicine in Japan. It began by producing and distributing cosmetics based on Western medicine prescriptions. One of Shiseido's first products, Eudermine skin lotion, has been on the market ever since.

What is Hanatsubaki-kai?

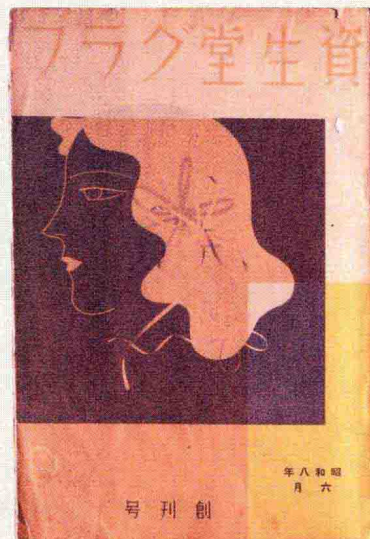
Hanatsubaki-kai is a members-only club for loyal Shiseido customers, founded in 1937 to offer make-up tips and cultural information for modern ladies. Today Hanatsubaki-kai counts around 9 million members, while special events include the annual Hanatsubaki-kai gathering, plus exclusive beauty lectures and fashion shows.

How did Hanatsubaki magazine begin?

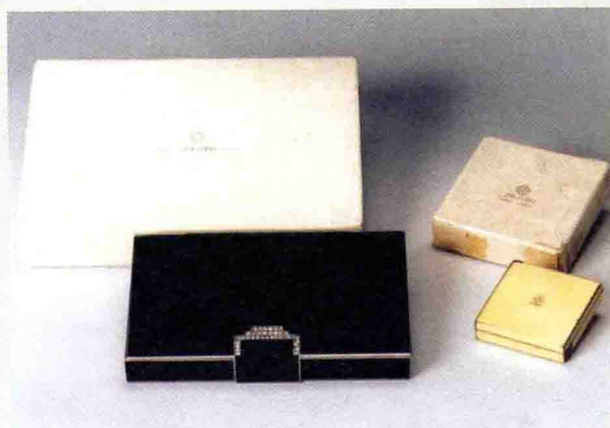
The first issue of "Hanatsubaki" magazine was issued in November, 1937, especially for the establishment of Hanatsubaki-kai. It took over in-house magazines "Shiseido Monthly News" (1924-1930) and "Shiseido Graph" (1933-1937). Still published every month, Shiseido's free Hanatsubaki magazine offers articles on domestic and overseas fashion, travel and the arts.

What kinds of premiums were offered exclusively to Hanatsubaki-kai members?

We have made more than a thousand different premiums over the years. The first premium offered to members who bought a certain amount of Shiseido products was the Vanity Case in 1937. The other classic premiums are the Nishijin-Ori (traditional textile) handbag in 1938 and the Ceramic Sash Clip in 1939. All of them are made as gifts to express our appreciation to our customers, as well as an expression of our own aesthetic.

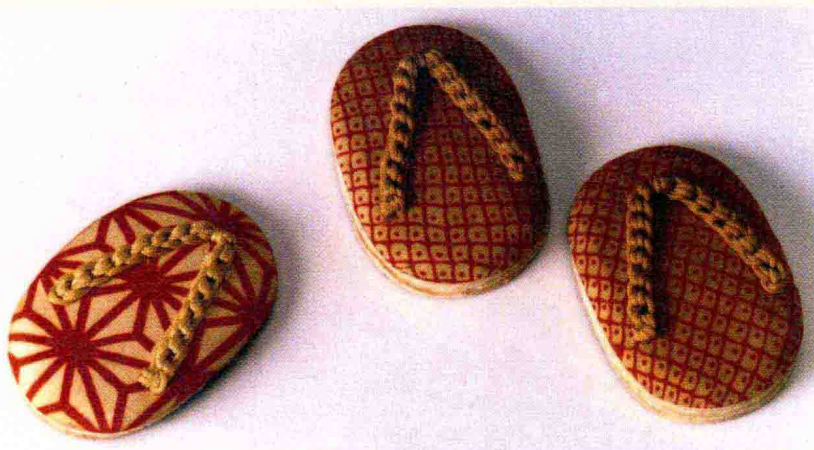


Shiseido Graph, 1933



Vanity case, 1937

After the Meiji Restoration in the 19th century, Japanese culture and lifestyle were highly influenced by Westernization. This influence also extended to premium gift design: this vanity case includes not only mini-size cosmetics, but a handy cigarette clip for daily use.



Lucky straw sandals, 1933



Nishijin-Ori Handbag – exclusively for Hanatsubaki Club members, 1938

Why do all these premiums present such a strong Japanese style?

In the early period of the Showa era (1920's-1930's), 90 percent of Japanese women still wore kimonos and traditional clothing. During the first few years of Hanatsubaki-kai, manufacturers were forced to make products with very limited materials, given the economic constraints of the war. So they looked around many production districts and factories and tried hard to create something using both traditional methods and new techniques. Finally they produced a lot of Japanese-style goods. Today we still have much appreciation for precious Japanese traditional crafts, so we select works by artists who have a good relationship with Shiseido.

What was Shiseido's original design concept?

The Shiseido tradition of excellence in design and advertising can be traced back to its first president Shinzo Fukuhara, the son of founder Arinobu Fukuhara. Years of travel and study in the United States and Europe left a lasting impression on Shinzo which was to later be expressed as an aesthetic approach to product design and advertising never before seen in Japan. After studying in the United States, from 1908 Shinzo traveled to France, where he took approximately 2,000 photographs. Shinzo's interest in photography was supported by

theory, and he even formed the "Shashin-Geijyutsu-sha" to issue periodicals dealing with photographic theory and photography as an art.

In 1916, Shinzo established a design department and hired staff to work exclusively with advertising and its creation, despite the fact that Shiseido only had one cosmetics store at the time. The team of gifted young artists broke new ground in both product design and advertising. Design focused on art nouveau styles with touches of art deco and use of the arabesque. This creative interpretation of refined European designs gradually grew into what can be called a unique "Shiseido Style". Shinzo Fukuhara believed everything "must be rich" and that "the product should speak for itself". This philosophy guides Shiseido product formulation and creativity to this day.

* Courtesy of Shiseido Corporate Museum



Poster for Shiseido Cosmetics, promoted novelty lucky straw sandals, 1933

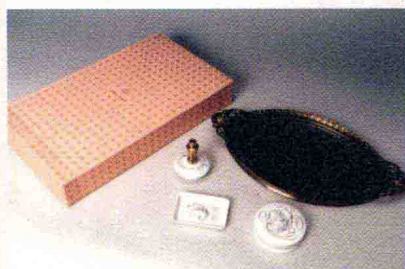
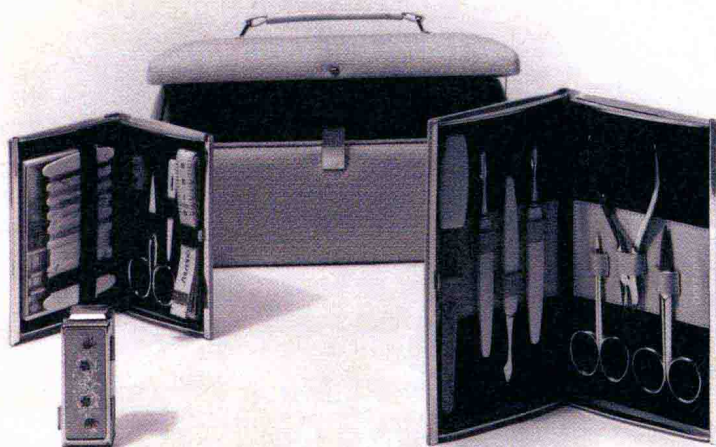


In the early stage (1920-1930), Shiseido was Japan's only private Western-style pharmacy, when herbal medicine was still mainstream. To reflect its avant-garde image, Shiseido made premium souvenirs influenced by Western art-deco style.





Contemporary, clean and highly-functional members' premiums were conceived and produced in the 1960s, as Japan developed into a modern society. As people paid more attention to their personal appearance, souvenirs became cosmetic cases, handbags and sewing kits.



Shiseido's successful industrialization allowed for electric, and often mass-produced, novelty goods. By the late 1960s to '80s, many souvenirs had evolved from handy beauty accessories to daily household items.