

# Press Release



December 11, 2020

transcosmos inc.

## transcosmos Taiwan supports cosmetics brand “SHIRO” with one-stop e-commerce business

### One-stop shop services include official store opening & operations, warehouse management, customer service and marketing promotions

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) is proud to announce that transcosmos Taiwan inc. (Headquarters: Taipei, Taiwan; General Manager: Shunsuke Matsuda; transcosmos Taiwan), its wholly-owned subsidiary, has provided SHIRO Co., Ltd. (Headquarters: Tokyo, Japan; CEO: Hiroe Imai), a company that operates the cosmetics brand “SHIRO,” with its e-commerce one-stop services for the Taiwanese market. On October 22, 2020, SHIRO entered into the Taiwan market by opening its official online store specifically designed for the market.



■ SHIRO TAIWAN official online store: <https://shiro-shiro.tw/>

In addition to fragrances scented with “SAVON,” SHIRO’s scent inspired by the clean, light aroma of a classic soap also popular in Japan, SHIRO now brings Taiwanese consumers a variety of products including skin care items such as “SAKE KASU lotion – lotion using the edible, fruity-tasting residue from sake production” and “TAMANU cleansing balm,” and “Ginger lip stick” and other makeup items that give a beautiful finish and glow whilst providing protection and care to users’ skin. As the partner of choice for SHIRO in operating its e-commerce business in Taiwan, transcosmos Taiwan has been providing one-stop shop services that range from opening and operating SHIRO’s e-commerce website, to managing a warehouse, to logistics, to customer service to marketing promotions. With the support of transcosmos Taiwan, SHIRO plans to expand its product lineup in 2021.

■ Press release from SHIRO Co., Ltd. for the Japanese market (Japanese only):

<https://prtimes.jp/main/html/rd/p/000000056.000032936.html>



Founded in September, 2016, transcocosmos Taiwan has established its unique market position focusing on digital with both strong sales skills in e-commerce and branding capabilities. Today, the company provides clients with diverse services including e-commerce one-stop services, digital marketing and contact centers. transcocosmos Taiwan will continue to provide marketing services that fit the Taiwanese market, thereby contributing to clients in boosting their brand recognition and expanding their e-commerce sales.

\* transcocosmos is a trademark or registered trademark of transcocosmos inc. In Japan and other countries.

\* Other company names and product or services names used here are trademarks or registered trademarks of respective companies.

#### **About transcocosmos inc.**

transcocosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 168 bases across 30 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce services to deliver our clients’ excellent products and services in 48 countries/regions around the globe. transcocosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment.

<https://www.trans-cosmos.co.jp/english/>

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