

FRAGRANCE AND PERSONAL CARE

Sephora innovates business practices with mobile buying platform

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Image courtesy of LVMH's Sephora

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LVMH-owned Sephora is implementing a new system for its store buyers that runs on mobile for a more streamlined behind-the-scenes operation, making it easier to find new products that will boast well with each store's audience.

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The beauty retailer, an innovator in modern business operations, has partnered with retail-buying platform RangeMe for a contemporary practice in product buying. Sephora will now be able to find new products from suppliers in a streamlined manner through a mobile application.

"Our technology expedites the time it takes for retailers to source products at scale resulting in increased sales and competitive advantage," said Nicky Jackson, Founder and CEO of RangeMe.

Modern operations

Sephora is known as a fan favorite for beauty lovers because it focuses on modern technology and a new way of doing business that caters to customers. The strategy boasts well for the retailer, who is always implementing new innovations in all areas of its business.

rangeme



RangeMe mobile app

A partnership with RangeMe will now innovate behind the scenes for Sephora allowing buyer associates to operate within an app. Suppliers are able to submit their products for possible purchase and Sephora buying team members can browse what products to carry in store.

The modern platform operates similar to a consumer-facing retail app to make it easier for employees. Associates can save a product for future reference, request a sample and select connect to take the next steps in the buying process.

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Sephora buyers and suppliers can discuss directly through the platform. Users can create categories and receive notifications when new products are available within those categories.

Sephora strategy

The beauty retailer Sephora recently took a huge step in ecommerce innovation by rolling out an artificial-intelligence-based app that helps consumers find specific shades by simply uploading a photo.

The platform, the product of a partnership with facial analysis and visualization technology firm ModiFace, will likely have far reaching consequences outside of the beauty industry. The technology will be an organic ancillary to Sephora's online buying process and will encourage transactions by allowing the consumer to visualize product benefits post-transaction ([see more](#)).

As one of the first beauty retailers to institute the use of chatbots, Sephora also continued its streak with some extra features for its chatbot service aimed toward improving consumer experience both at home and in-store.

The two new features focus on different areas of the consumer experience. One will help customers book appointments with a Sephora beauty specialist and the other will give customers help with making purchasing decisions on their own ([see more](#)).

"We are excited to facilitate the product discovery process for one of the largest and most innovative beauty retailers in the world," Mr. Jackson said.