

FRAGRANCE AND PERSONAL CARE

## Sephora opens concept store showcasing omnichannel features

July 24, 2017



*The Sephora Studio concept store is a small, intimate experience. Image credit: Sephora*

By DANNY PARISI

LVMH-owned beauty retailer Sephora is highlighting some of its advanced retail innovations on a small scale with the opening of its smallest, but most feature-rich, storefront.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The Sephora Studio concept opened July 21 on Newbury Street in Boston, a high-end shopping district in the city. Sephora Studio features a small, intimate setting, but with a major focus on providing above-average consumer tools to find the products cosmetic lovers want.

"In today's retail environment where very little is constant and clients' expectations are ever-evolving, one thing has remained true for SEPHORA: there is no better way to create meaningful connections with clients than through personalized experiences and a customized approach to beauty," said Calvin McDonald, President and CEO of SEPHORA Americas, New York. "We could not be more focused on that notion than we are with the opening of SEPHORA Studio."

Sephora Studio

Sephora has always been on the forefront of retail innovation. The beauty chain has a strong mobile presence and frequently rolls out new features that marry digital and physical commerce in unique ways.

Now, Sephora is opening a new store specifically to showcase its many innovations in this field.

The Sephora Studio concept offers an intimate and high-end experience where consumers are guided, both digitally and physically, through the process of finding, trying and buying the products that they desire.



*Moschino + Sephora highlighter duo. Image credit: Moschino*

Upon entering the store, customers will be greeted by digital welcome screens that are interactive, allowing shoppers to navigate a digital map of the store, search for products, compare prices and a number of other features all from the entrance.

Roaming the store will be Sephora's beauty advisors who will be equipped with mobile devices to perform similar searches at any point in the store and assist customers in their search.

The store will also feature two omnichannel takes on product acquisition. Consumers can order product from the store to be delivered to their homes or order online before a store visit and pick up the purchase when they arrive.

Finally, the store will allow customers to purchase personal makeover sessions with a Sephora beauty expert.

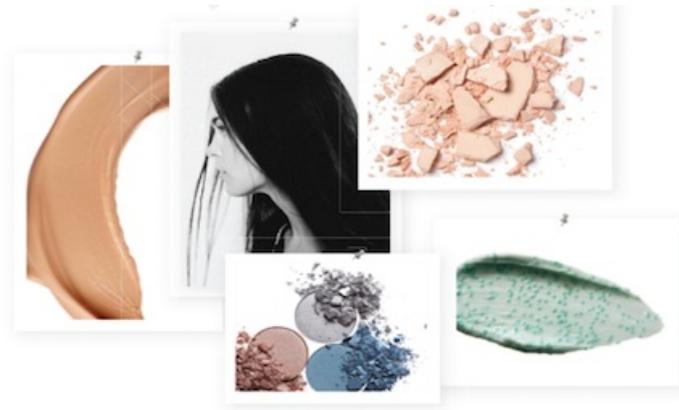
Omnichannel innovation

Outside of its retail innovations, Sephora has been focused on beefing up its product inventory with the launch of new cosmetics from a variety of different brands.

Italian fashion label Moschino will launch its first color cosmetics collection with beauty retailer Sephora in August.

The seven-piece limited-edition collection was developed by Moschino and Sephora and will include makeup and a set of brushes. Known for its comical and tongue-in-cheek designs, which include, but are not limited to, Super Mario Brothers, Barbie, McDonalds and Spongebob Squarepants, Moschino opted to package its debut makeup line in the shape of teddy bears ([see story](#)).

Sephora is also putting more power in the hands of consumers by hosting several products from Volition, a startup that allows users to vote on what cosmetics they want to see created.



*Volition allows users to submit ideas for products. Image credit: Volition*

Volition gives customers a larger degree of autonomy and the ability to influence the creation of new products. With this new partnership, customers can have an influence on what kinds of Volition products get made and potentially sold through Sephora ([see story](#)).

All of these products and more will hopefully be much easier to find and purchase thanks to Sephora Studio's emphasis on streamlining the consumer experience.

"The Studio merges the best of an inclusive neighborhood retail environment with best-in-class digital tools that enable our expert beauty advisors to customize recommendations on an individual basis," Mr. McDonald said.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.