

RETAIL

## Sephora taps into German market potential with planned openings

August 1, 2017



*Sephora store in Munich. Image credit: LVMH, image by Simon Thon*

By STAFF REPORTS

LVMH-owned beauty retailer Sephora has opened in Munich, marking the chain's first store in Germany.

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Sephora is working with department store Galeria Kaufhof to grow its footprint in Europe, with five additional stores planned for Germany this year. Germany is the third largest premium beauty market in Europe, a potential Sephora is planning to tap with its engaging retail.

### Going into Germany

With Sephora's entry into Germany, with its Munich opening on June 29, the retailer is also bringing some brands to the country for the first time, including Marc Jacobs Beauty and Kat Von D.

Designed to appeal to millennials, the store concept includes "beauty playgrounds." Here, consumers can take advantage of a gift factory or learn from makeup artists at the Sephora Beauty Bar.

This follows Sephora's "Teach, Play, Inspire" concept, which aims for an interactive retail environment.

Galeria Kaufhof, which has more than 200 locations in Germany, will help Sephora launch five more doors in Germany in 2017.



*Sephora store in Munich. Image credit: LVMH, photo by Simon Thon*

"We are thrilled to have opened our first store in Germany, the 23rd country to welcome Sephora in the Europe & Middle East region," says Stephan Borchert, president Sephora Europe & Middle East. "We look forward to creating an exciting new beauty shopping experience for German customers."

Sephora recently brought a more curated retail experience to Manhattan beauty customers with the opening of two new locations: one on 34th Street and one on 5th Avenue.

These two stores offer Sephora's "experiential" take on retail with its TIP Workshop idea, a store concept that makes heavy use of consultants and studios to give users a hands-on and curated experience with the products. As one of the world's largest retailers of luxury cosmetics, this presents a big opportunity for beauty brands to capture a new segment of customers ([see story](#)).

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