

FRAGRANCE AND PERSONAL CARE

Johnna Marcus – Woman to Watch 2018

October 6, 2017



Johnna Marcus, senior director, Sephora innovation Lab at Sephora

By STAFF REPORTS

Johnna Marcus

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

Senior director, Sephora Innovation Lab at **Sephora**, San Francisco

"Focusing on personalizing the shopping experience, not just the transaction, is the best way to continually evolve"

What do you most like about your job?

As part of the Sephora Innovation Lab team, I get to work in the intersection of technology, prestige beauty retail and the omnichannel client service experience.

I have always had a passion for how technology can make our lives better, easier, ultimately more enjoyable, and in my role at Sephora our focus is just that finding ways to make our client experience more inspirational, fun and educational.

What is the biggest challenge in your job?

Our biggest challenge is deciding which new idea to test in real time in our Sephora environment.

We are in an area of California that is rich in thought leadership, and we aspire to do a lot choosing can often be the hardest part, but it's a good problem to have.

What is your work priority for 2018?

As part of the Innovation Lab, we are always working on future focus projects.

Whether that be a new in-store concept such as Sephora Virtual Artist Tap and Try, two interactive fixtures in our newest New York City Beauty TIP Workshop locations or a consultant device technology like Digital Makeover Guide, which just debuted at the Sephora Studio in Boston, we are entirely focused on projects that have a client and retail services impact.

What is your proudest achievement in luxury?

I've had the opportunity to work on the Sephora application since I joined Sephora in 2011. It makes me proud to see how we've entirely shaped that platform in the last six years, and the greatest reward is seeing that our clients value it

as an integral part of her Sephora shopping journey.

In particular, we're extremely proud of Sephora Virtual Artist, which is fully integrated into the apps and allows our clients to virtually try on looks, products and learn how to apply.

How do you see luxury evolving in 2018?

At Sephora, we feel that focusing on personalizing the shopping experience, not just the transaction, is the best way to continually evolve, ensuring a stronger connection with our current and future clients.

Our clients are not just shopping online or in their local store they are online, on the go with mobile, in-stores and all those experiences should feel engaging, exciting and seamless.

[Please click here to view the full Luxury Women to Watch 2018 list](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.