

FRAGRANCE AND PERSONAL CARE

Sephora announces new members for its women-focused accelerator program

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Sephora Accelerate fosters young women executives in beauty. Image credit: Sephora

By DANNY PARISI

LVMH-owned cosmetics retailer Sephora is helping to train and prepare female CEOs in the beauty world to develop a new generation of beauty executives.

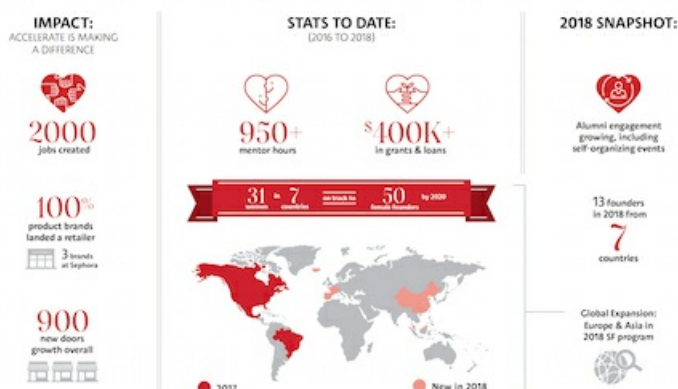
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For this year's Sephora Accelerate program, the beauty seller has focused on three areas: merchandising, technology and sustainability. The 13 new members come from across the globe and will learn from Sephora about how to grow in the beauty world today.

Accelerator program

In Sephora's description of the Accelerate program, the retailer emphasizes the particular moment the world is in right now in which women's issues in the fashion world and society at large are in the spotlight.

The Accelerate program is meant to be a way to foster more women leaders in the luxury cosmetics world, developing their skills and allowing them to inspire a new generation of young women to take the initiative and start their own businesses.



Sephora Accelerate. Image credit: Sephora

The members chosen for this year's group are from a diverse set of backgrounds with origins in seven different countries, including China, Brazil and Switzerland, and four continents.

Over the course of their membership, new inductees will learn from a variety of veterans in the beauty world, including Pamela Baxter, former CEO and president of Christian Dior Couture and Nancy Twine, founder and CEO of Briogeo Hair Care.

At the end of their membership in the fall, the new inductees will participate in Demo Day where they get a chance to present their ideas and philosophies to industry experts, investors and Sephora leaders, giving them a chance to spark a new step in their burgeoning careers.

Building the community

Sephora has been hard at work creating programs that foster a community beyond just the products that it sells.

For instance, Sephora is encouraging peer-to-peer communications through the launch of its new Beauty Insider Community.



Kering's sustainability accelerator. Image credit: Kering

Instead of spurring a dialogue between brand and consumers, as many marketers often work towards, Sephora is taking a different approach to generating conversation among its enthusiasts. The beauty industry relies heavily on peer recommendations, and consumers often put more stock into influencers and friends' opinions rather than brands themselves, making Sephora's Beauty Insider Community an accurate read of current trends ([see story](#)).

Others in the luxury business have also begun work on accelerator programs meant to embolden people and develop exciting new ideas.

To fast-track sustainable innovations in the luxury and apparel industries, Kering announced its support of the Plug and Play - Fashion for Good accelerator, a collaboration between Fashion for Good and the C&A Foundation. Plug and Play is a global innovation platform that supports and accelerates the development of startups in the retail and fashion sector ([see story](#)).

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