

FRAGRANCE AND PERSONAL CARE

Sephora looks to build confidence in the transgender community

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Sephora aims to build confidence within the LGBTQ community.

By STAFF REPORTS

LVMH's Sephora is taking a tangible approach to support the transgender community with special beauty classes.

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Known for its inclusion and openness to the LGBTQ community as well as diversity as a whole, Sephora is taking steps to help transgender individuals gain confidence. As part of its Sephora Stands program, 90-minute classes will be offered for non-binary and transgender customers to learn various techniques to help them discover their own idea of beauty and confidence.

"Sephora Stands is dedicated to supporting diversity and inclusion in all of its social impact programming," said Corrie Conrad, head of social impact and sustainability at Sephora, in a statement. "We stand with all members of the LGBTQA community and are committed to providing these individuals with the tools they want to feel confident and beautiful every single day.

"At Sephora, we believe beauty is yours to define, and ours to celebrate," she said. "We are honored to be a beacon of support and a part of each beauty journey through our new class offering."

Classes for confidence

"Bold Beauty for the Transgender Community" classes are a part of Sephora Stands' larger class program, "Classes for Confidence." These classes are aimed to help those going through a transitional period in their lives.

The classes for transgender customers provide personalized skincare recommendations, color-correcting tutorials, techniques on creating smooth texture and help with finding a matching foundation color through its Color IQ system.



Sephora Stands hopes to create a safe community

Starting June of this year, customers can attend these classes through Sephora stores throughout the United States.

Sephora will be supporting its in-store initiatives with a digital presence as well, featuring a variety of tutorials on YouTube for the trans community.

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

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, another leg of its Sephora Stands ([see more](#)).

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