

FRAGRANCE AND PERSONAL CARE

## Sephora celebrates 20 years of beauty innovation with novel event

June 5, 2018



*Personalization is key to the future of marketing but it comes with problems of scale and content creation. Image credit: Sephora*

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By STAFF REPORTS

LVMH's Sephora is celebrating its 20th anniversary with a series of initiatives indicative of the Sephora strategy, a true omnichannel commemoration.

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A two-day long event will usher in Sephora's 20th year in October, with beauty fans in Los Angeles invited to play in what the retailer is calling its SEPHORiA. With the theme of "House of Beauty," guests will be able to interact in different rooms with products and digital initiatives.

Celebration of beauty

On Oct. 20 to 21, Sephora ambassadors, influencers and expert staff will be on-site at its SEPHORiA location to lead guests in a series of experiential and customized activities.

More than 50 brands sold at Sephora will be included in the celebration, which will take place at the Majestic in Los Angeles.

The retailer has stated that participants will be able to create their own beauty journey by trying out new techniques and products at the event.

Starting this month, Sephora will be rolling out its 360-degree campaign for its anniversary and the celebration. Social media content will roll out with various influencers to help increase visibility, many of which will be on-site for the event in October.

Attendees will need to buy tickets, which go on sale in July, on a tiered-basis. VIB and Beauty Insider Rouge members will receive special advanced ticket offerings to the event.



*Sephora's Virtual Assistant is one of many real world-digital crossover strategies. Image credit: Sephora*

"At the heart of it, SEPHORiA sets out to celebrate the often indescribable euphoria you get from playing in the vast world of beauty from discovering game-changing products or trying out a new look to engaging with digital technology that takes personalization to a whole new level," said Deborah Yeh, senior vice president of marketing and brand at Sephora, in a statement.

"We've drawn from our deep understanding of the kinds of physical and digital beauty experiences clients love from Sephora, and set out to create the ultimate event that fuses fun, education and inspiration, and gives our community a place where they can live out all of their beauty fantasies," she said.

Sephora also recently made headlines and broke barriers in beauty by taking a tangible approach to support the transgender community with special classes.

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 ([see story](#)).

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