

FRAGRANCE AND PERSONAL CARE

Sephora releases new manifesto on inclusivity

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Sephora focuses on diversity and inclusivity. Image credit: Sephora

By STAFF REPORT'S

LVMH's Sephora has adopted a new manifesto committing to be more inclusive.

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The new campaign and manifesto is the culmination of a year, pledging to be more inclusive as both beauty and fashion brands work to include a diverse range of consumers. Sephora's new mission comes after a tweet earlier this month from a customer went viral after a store associate falsely believed she was stealing and allegedly judged her based on her appearance.

Working on inclusivity

Sephora's new manifesto will be published throughout print mediums in the United States such as the *New York Times*, *Los Angeles Times*, *USA Today* and *San Francisco Chronicle*. It will be branded across the retailer's Web site as well and emailed to subscribers.

In stores, it will debut at the Sephora's Times Square location.

The new manifesto reads, "Sephora believes in championing all beauty living with courage and standing fearlessly together to celebrate our differences.

"We will never stop building a community where diversity is expected, self-expression is honored, all are welcomed and you are included.

"We belong to something."

For Sephora, the new mission is more than just a statement and campaign to consumers. It takes the new manifesto and mission very seriously, as the top of the line for the brand has always taken inclusivity very seriously.

When discovering the tweet posted by user @sza, Sephora quickly responded saying, "You are a part of the Sephora family, and we are committed to ensuring every member of our community feels welcome and included at our stores."

To ensure its Sephora ambassadors on the floor and throughout its whole business have the same tools to be more

inclusive, the retailer is shutting down its business on June 5 for an in-house workshop. All of its stores in the U.S., headquarters and distribution centers will be closed for its more than 16,000 employees to participate in the inclusivity workshop.

Join us in our commitment to a more inclusive beauty community. We Belong to Something Beautiful. <https://t.co/bOPts8SjPu> pic.twitter.com/4WfwBiEaME

Sephora (@Sephora) May 23, 2019

"Our HR and education team are doing additional learning content around our team beyond the June 5 workshop," said Deborah Yeh, chief marketing officer of Sephora, in a statement to WWD. "We just completed training on inclusive mindsets for all supervisors and have done a round of training on inclusive pronouns for our field organization.

"That learning and development will continue throughout the year."

In another move focusing on diversity and inclusivity, Sephora took a tangible approach to support the transgender community with special beauty classes.

Known for its inclusion and openness to the LGBTQ community as well as diversity as a whole, Sephora has taken steps to help transgender individuals gain confidence. As part of its Sephora Stands program, 90-minute classes are 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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