

FRAGRANCE AND PERSONAL CARE

Sephora celebrates women's history month in new campaign

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Sephora's new "The Unlimited Power of Beauty" campaign. Image credit: LVMH

By DIANNA DILWORTH

LVMH's Sephora has debuted a new campaign to celebrate Women's History month called "The Unlimited Power of Beauty."

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The effort this month salutes women no matter how old they are, no matter what their skin tone and no matter what their style.

"This committed message reaffirms Sephora's leadership in the beauty industry," LVMH said in a statement.

"Beauty is no longer dictated from catwalks or in magazines. It is everywhere, at the corner of the street or in selfies, constantly changing and continually challenged."

Sephora is the leading retailer of cosmetics in the United States. Its stores are shut nationwide temporarily as a measure against the spread of the COVID-19 coronavirus.

Beauty of it

The new effort centers on a cross-channel campaign that includes video, print, email and online ads.

The message behind the campaign is that every woman has her own definition of beauty.

"Beauty is boundless, and the same person can explore many facets of beauty," said the branding message.

Both universal and intimate, the campaign spotlights the power of beauty as a tool for self-realization.

The campaign video focuses on one woman and her relationship to her image throughout her life, beginning as a young girl and moving through young adulthood, adulthood and to an older age.

"Who decides if I'm beautiful," says the woman as a shot of a toddler painting her face and playing in a makeup drawer is on the screen.

"When did I start to think my freckles looked funny? I'm wondering if this is supposed to look like that. Too soon probably."

During each phase of her life, the woman experiences her unique beauty and her own doubts about that beauty.

As a woman, she has to learn to fall in love with herself.

As she grows, her beauty evolves, yet her essence remains. And she learns to love her own beauty.

Bricks and clicks

Last year, Sephora grew its bricks-and-mortar presence with the addition of 35 new stores, even as other retailers shrunk their physical footprints. Showcasing the growth of the beauty sector and Sephora's prowess at experiential retail in physical spaces, the cosmetics retailer rolled out the new stores last year beginning with a store in New York's Hudson Yards ([see story](#)).

While New York is currently under lockdown, it is uncertain if the beauty retailer will continue this growth as the coronavirus pandemic continues to signal a recession in the economy. Sephora closed all of its North American stores until further notice ([see story](#)).

However, Sephora's digital-focus could mean that its online business sustains itself during the closures.

Sephora's loyalty program, targeted emails and omnichannel experience helped the company earn top marks on Sailthru's Retail Personalization Index last fall, and this loyal audience could help support the company through these tough times ([see story](#)).

Cosmetics are a fun and pleasurable product that consumers stuck at home may still purchase as a diversion to being marooned indoors. And makeup makes for good Instagram selfies.



The Unlimited Power of Beauty campaign. Image credit: LVMH

Leaving an imprint

Sephora has also created a print story to help spread the message of self-love for the Unlimited Power of Beauty campaign.

Each of the 12 frames celebrates a distinct story of a different person's unique beauty.

The campaign includes both women and men to show that the brand is inclusive of all genders.

"The Unlimited Power of Beauty boldly reaffirms both the positive role of the beauty industry in society and Sephora's leadership," LVMH said.

Sephora: The Unlimited Power of Beauty campaign