

BEAUTY

Virtual Sephora Day in China attracts 1M+ viewers for 2020 beauty trends presentation

May 12, 2020



The COVID-19 restrictions on public gathering forced Sephora China to take its beauty trends presentation to media and public online, attracting more than 1 million viewers to its various digital broadcast channels. Image courtesy of Sephora, LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned cosmetics retailer Sephora China did not miss a beat when it transitioned its Sephora Day online this year presenting spring/summer beauty trends.

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Forced to go online over COVID-19 restrictions, the retailer's Virtual Sephora Day attracted more than 1 million viewers on April 23 when it aired on the retailer's various digital channels.

Headquartered in San Francisco, Sephora is the world's leading retailer of cosmetics and beauty products.



China has become a test tube for digital transitions of physical events as the COVID-19 lockdowns and bans on large gatherings force marketers such as Sephora to become more creative in their audience engagement. Image courtesy of Sephora, LVMH

Making up online

Sephora China invited beauty editors from leading fashion magazines and popular beauty bloggers to discuss six curated global beauty trends: Targeted Skincare, Glossy Girl, Jungle Adventure, Naughty Braids, Floral Fragrance and Environmental Respect, the company said.

These themes exemplified Sephora's take on skincare, makeup, fragrance and hair care trends.



The Sephora China Web site. Image credit: Sephora China

More than 100 new or classic "Only at Sephora" products from 43 worldwide brands were presented during Virtual Sephora Day, including those from the Sephora Collection.

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