

RETAIL

Sephora partners with department store chain in bid for affluent suburbanites

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Sephora is bringing its store-in-a-store concept to Kohl's. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is entering a long-term strategic partnership with department store chain Kohl's to grow its footprint across the United States.

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The omnichannel partnership will launch in fall 2021, with Sephora establishing an in-store presence at hundreds of Kohl's locations and becoming the exclusive beauty partner for Kohls.com. This will allow Sephora to leverage Kohl's wide-reaching customer base to make inroads in many smaller markets where the cosmetics retailer does not have a physical presence.

"I am delighted by this new partnership which is perfectly aligned with our worldwide vision," said Martin Brok, global president and CEO of Sephora, in a statement. "Great brands are always looking for new ways to serve their customers and innovate, even in dynamic times.

"With Kohl's we will be able to bring Sephora closer to where our customers want us to be, offering them one transformative beauty experience that integrates our prestige product offering, our values and our communities, in a place where they come to get inspired and fulfill their lifestyle needs," he said. "This partnership also shows our confidence in the future of omnichannel retail and ideally positions both Kohl's and Sephora to seize tomorrow's opportunities, today."

Sephora and Kohl's

"Sephora at Kohl's" will open with 200 locations next fall. The beauty retailer will occupy 2,500 square feet of real estate, located prominently at the front of each store for maximum exposure.

These shops will replace Kohl's existing beauty offerings and display branding from both retailers. By 2023, Sephora at Kohl's will be in at least 850 stores, each selected based on existing Sephora store proximity, market opportunity and customer insights.



Sephora at Kohl's will launch in fall 2021. Image credit: Sephora

Sephora has 500 stores in the Americas to Kohl's more than 1,150 stores in 49 states, and there is limited overlap between locations.

"This is not a pop-up collaboration, but an investment our brand partners can rely on for the long-term; as a company with a history of sustained decades-long partnerships, Sephora has every confidence in the future of this collaboration and the unique experiences it will bring to consumers across the U.S.," Jean-Andr Rougeot, president and CEO of Sephora Americas, said in a statement. "Our partnership will be built on expanding our complementary reach and scale in-store and online, creating customer-centric, prestige experiences, collaborating on new innovations, and living our shared values.

"We fully believe Kohl's is the ideal partner to bring this vision to life," he said.

The Kohl's ecommerce site will also dedicate its beauty vertical entirely to Sephora offerings starting in fall 2021. The brands will integrate their ecommerce experiences, allowing Sephora.com shoppers to find the nearest Sephora or Kohl's locations that have their beauty products available.

The beauty retailer will not be renewing its existing agreement with department store chain JCPenney, where it introduced the store-within-a-store concept in 2006. The deal runs through early 2023, per [CNN](#).

This summer, Sephora also debuted Instagram Checkout with more than 80 brands. Instagram Checkout allows shoppers to securely make purchases directly from their feed and stories without having to leave the social media application ([see story](#)).