

RETAIL

## Sephora focuses on bricks-and-mortar expansion, collaborations

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

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora has announced it is opening 260 new stores in 2021 and collaborating with Coach for a new makeup collection.

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This will be the retailer's largest store expansion in its 21-year history in the United States. With store openings and the Coach collaboration, Sephora is asserting its confidence in the future of brick-and-mortar shopping.

Expand, innovate and accessorize

Sephora standalone locations will be opening this month, with stores planned for areas including Dallas, Austin, Houston, Los Angeles and Nashville. There will be more than 60 new stores featuring the sleek, open and expertly lit interior that the retailer is known for.

The beauty retailer has also announced it will be opening 200 Sephora at Kohl's stores later this year. They are slated to open in and around markets including Los Angeles, New York, New Jersey, Chicago and more.

Sephora's new collaboration with department store chain Kohl's aims to make beauty accessible to even more consumers.

The retailer saw record online sales in 2020 and is maintaining ecommerce as a priority, maintaining its promising omnichannel presence.



*The Coach x Sephora Collection Sharky Eyeshadow Palette. Image courtesy of Sephora*

The **Coach x Sephora** partnership features a limited-edition collection of seven makeup products, including eye masks, lip gloss, nail polish, eyeshadow and more. The products come in fun packaging with some options in the shape of a fun cartoon shark, dinosaurs or unicorn.

Last December, Sephora entered a long-term strategic partnership with Kohl's to grow its footprint across the United States. 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 ([see story](#)).

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