

FRAGRANCE AND PERSONAL CARE

Sephora celebrates makeup artist's journey on Transgender Day of Visibility

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Chrissie Vee has worked as a makeup artist at Sephora for seven years. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora promoted Transgender Day of Visibility with a short film highlighting how the retailer's products have fostered a transgender woman's life and journey.

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The vignette which is part of a series entitled "Stories of Belonging" that celebrates Sephora team members follows Chrissie Vee, a makeup artist at the retailer. Ms. Vee discusses her childhood, her early manifestation of femininity and the role Sephora products have in assisting her to live her most genuine life.

"I wouldn't be here if it wasn't for Sephora," Ms. Vee says in the video. "I would not have transitioned if it wasn't for Sephora."

"Sephora gave me not only the tools, the confidence, a platform, a space to wear makeup, feel feminine, wear my wigs and wear my dresses," she says. "Sephora has given me what I needed to be a transgender woman."

International Transgender Day of Visibility is observed annually on March 31.

A story of belonging

The vignette begins with Ms. Vee stating that while she was born male, she feels that the label has never worked for her. The makeup artist then discusses cultural pressures thrust upon her to act a certain way and constant urging to limit any desire to express her true self.

Ms. Vee then describes her role at Sephora, where she has worked for seven years. The makeup artist says she loves building connections with shoppers and finding out what gives them confidence and makes them feel better.

Stories of Belonging: Chrissie

"Honestly the best part is when they come back to the store," Ms. Vee says. "And they're like, Thank you for helping me, thank you for being there, thank you for listening to me."

Ms. Vee then highlights Sephora's embrace of diversity, how the retailer employs and welcomes individuals of all ethnicities, religion, genders and beliefs. The artist also discusses growing up in Puerto Rico, being bullied by her

childhood peers and how her grandmother got her through challenging times and helped her to become the person she is today.

"The person that I am now is not the same person that I was at 15," Ms. Vee says at the end of the vignette. "I am a lot stronger, a lot more confident.

"And the person that I'll be in five years, 10 years from now, will not be the same person sitting here today," she says. "And that makes me feel powerful."

The video ends with a shot of Ms. Vee smiling and the text, "We Belong to Something Beautiful."

Sephora is aiming to continue its support of the transgender community and to remind consumers that everyone is welcome at the retailer which aims to help every consumer feel beautiful.

In 2018, 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 is continually taking steps to help transgender individuals gain confidence ([see story](#)).

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