

FRAGRANCE AND PERSONAL CARE

## Sephora shares progress on diversity, equality efforts

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*54 Thrones is a Black-owned natural beauty brand that celebrates and elevates African beauty rituals and is available at Sephora. Image credit: 54 Thrones*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Sephora has provided an update on its diversity, equality and inclusion efforts as the brand aims to offer customers more Black-owned products.

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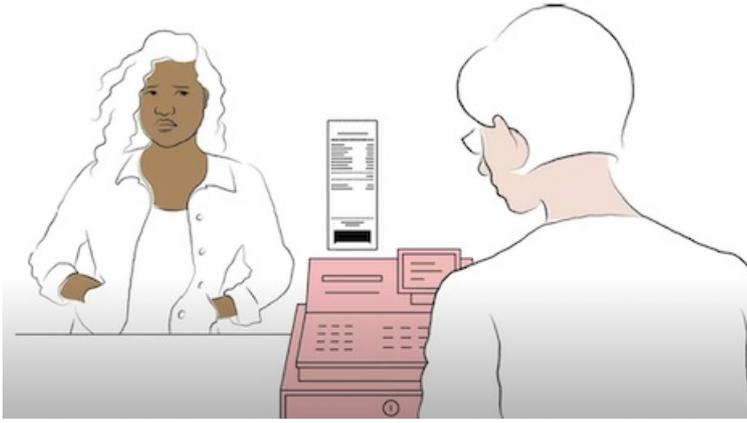
In June 2020, Sephora carried eight Black-owned brands, however, by the end of 2021, it will more than double its assortment overall, including achieving the 15 percent benchmark in prestige haircare. As of July, Sephora's offerings include 16 Black-owned brands, and several new brands are expected to launch this fall.

"In June 2020, Sephora made several renewed commitments to bring longstanding values of the brand to life," said George-Axelle Broussillon Matschinga, vice president of diversity and inclusion at Sephora, in a statement. "We pledged to make the Sephora experience more inclusive and equitable, for our team members, clients and the broader beauty community.

"To realize these commitments, we created a holistic strategy named the Sephora D&I Heart Journey, supported by 11 internal D&I task forces and a detailed Action Plan, including marketing, merchandising, hiring, training, operations and the in-store experience, to tackle bias across all aspects of our organization," he said. "Today, we are proud to share an update on our progress over this past year and the work that is still underway to create an inclusive environment for all."

### Diversity efforts

Within the Action Plan share-out in January, Sephora pledged to establish new guidelines to ensure its campaigns, social media and marketing content included a diverse array of backgrounds, identities, ages and body types.



*Sephora's recent diversity and equality study explored racial bias, an unconscious or conscious way of thinking that influences how an individual acts and interacts with people from different racial or ethnic backgrounds. Image credit: Sephora*

Black-owned brands now comprise 15 percent of Sephora's total social and digital content, up from 11 percent in June 2020. This year Sephora also implemented dedicated quarterly campaigns to drive awareness of Black-owned brands.

To broaden inclusion for Sephora's Latinx clients, the retailer doubled the number of Spanish-language YouTube videos produced each month. To improve the accessibility of its content, the company has incorporated closed-captioning on all Sephora-produced IGTV content.

Sephora built mini campaigns to celebrate important holiday milestones for a wider range of cultures, such as Lunar New Year and Eid al-Fitr, and featured its non-profit partners in its content, creating space for new voices aligned with the company's values of diversity, equity, inclusion and justice from organizations like National CARES Mentoring Movement, Act to Change and National Black Justice Coalition.

In February, Sephora adapted its Accelerate brand incubator program to focus exclusively on cultivating and launching BIPOC-owned brands at Sephora ([see story](#)).

The beauty retailer created 20 new inclusivity training modules required to be taken by all Sephora employees, including a series which trains all employees to recognize and mitigate their unconscious biases.

It also created a "Cultural Allyship for BIPOC Shoppers" training leveraging key findings of the Sephora Racial Bias in Retail Study ([see story](#)).

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