

First set of Sephora at Kohl's locations open

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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 has begun opening its stores at Kohl's locations across the country.

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The first four Sephora at Kohl's locations opened last Friday, with the companies announcing that an additional 73 locations are set to open on Aug. 20, 2021. This thoughtful move is slated to be beneficial for both retailers, gifting Kohl's access to leading prestige brands and assisting Sephora in expanding its footprint outside of malls across the United States.

Sephora at Kohl's

According to *USA Today*, Sephora at Kohl's opened its first four locations in Lakeside, Michigan; Woodbury, Minnesota; Brookfield, Wisconsin; Ramsey, New Jersey.

The Ramsey location measures at about 2,500 square feet, with Sephora located front and center in the 85,000 square feet store.

An additional 73 Sephora at Kohl's locations are scheduled to open on Aug. 20, with Sephora products already on sale online at Kohls.com.

Upon travelling to the new stores within Kohl's locations, Sephora-lovers will not be disappointed.

Brands featured at the stores include Este Lauder, Clinique, Lancme, Kiehl's, Olaplex, Fenty Beauty, Drunk Elephant, Charlotte Tilbury, Milk Makeup, Briogeo, Ilia and more. Fragrances also include Tom Ford, Giorgio Armani, YSL and more.

The stores will showcase about 125 brands overall while keeping more than 8,500 stock-keeping units.

"We are at a pivotal moment in beauty," said Jean-Andr Rougeot, chief executive officer of Sephora Americas, in a statement. "We are seeing these large movements of the top players positioning themselves for the gold medal."

"With this move, we are positioning ourselves to be the dominant leader in selective beauty for years to come," he said. "The market share with Kohl's is quite large."



Sephora at Kohl's has begun its launch. Image credit: Sephora

Last December, Sephora announced it was entering a long-term strategic partnership with department store chain Kohl's to grow its footprint across the United States.

The omnichannel partnership has been scheduled to 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 allows 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 ([see story](#)).

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