

RETAIL

Sephora debuts on Shipt marketplace

March 11, 2022



Jonathan Van Ness curated a collection of products for the announcement. Image credit: Shipt

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora has partnered with same-day shopping and delivery company [Shipt](#), becoming the first large-scale beauty retailer on the platform.

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The partnership aims to bring a large selection of beauty and wellness products to Shipt customers in as little as one hour. As the first national beauty retailer on the Shipt marketplace, Sephora joins more than 140 retailers and adds nearly 500 locations to the platform across the United States.

"For Sephora, this new venture with Shipt marks a thrilling time as we share our commitment to delivering an exceptional client experience in a world where consumer needs are ever-changing," said Carolyn Bojanowski, senior vice president of ecommerce at [Sephora](#), in a statement.

"As we continue to cater our offerings to meet our clients' unique needs, it was important to us to find a partner who not only had the potential to help expand our reach to new-to-Sephora clients but also support our current clients and new ways of experiencing beauty retail today."

Expanding reach

To celebrate its new partnership with Sephora, Shipt tapped Emmy-nominated television personality and hairstylist Jonathan Van Ness to launch the Spring So Clean Collection a limited-edition shoppable curation of clean beauty products from Mr. Van Ness.



The Spring So Clean Collection celebrates the season and Shipt's new same-day delivery with Sephora. Image credit: Shipt

It will be available exclusively to Shipt shoppers through March 31, 2022.

To expand on its commitment to creating high-quality, personalized experiences, Sephora customers can earn Beauty Insider rewards from their purchases on the Shipt marketplace at checkout.

Shipt is offering free delivery for a limited time by using the promo code BEAUTY22.

Any Shipt customer who shops the Sephora storefront on the Shipt marketplace starting today through March 16 will also be entered to win the Spring So Clean collection. The winner will be selected on March 17.

Sephora has been strategizing new ways to reach more customers, evident by recent partnerships.

In August 2021, the beauty trailer began opening its stores at Kohl's locations across the United States. The move was 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 U.S. ([see story](#)).

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