

RETAIL

Sephora partners with FreedomPay to expand payment options

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Sephora is partnering with FreedomPay. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is partnering with commerce platform FreedomPay to enhance its in-store payment offerings.

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The partnership welcomes FreedomPay's data-driven commerce technology platform to more than 500 Sephora stores across the Americas. With this collaboration, Sephora is expanding payment choices and mobile point-of-sale options to its consumers, fostering a frictionless in-store experience.

"Now more than ever, it is critical for us at Sephora to be able to adapt to the quickly changing retail environment and that's especially important at the point of sale," said Sree Sreedhararaj, senior vice president and chief technology officer at [Sephora](#), in a statement.

"Our clients desire a seamless experience in every step of the shopping journey, and our partnership with FreedomPay allows us to maximize efficiencies and capabilities at checkout."

Payment at Sephora

The partnership with FreedomPay is the retailer's response to an ever-changing payment landscape and consumers' increased desire for payment flexibility.



FreedomPay will allow Sephora consumers more ways of financing their purchases. Image credit: Sephora

With FreedomPay's technology, Sephora consumers will now have a variety of contactless payment options via digital wallets including Apple Pay, Google Pay and Samsung Pay.

"FreedomPay is proud to announce the agreement with Sephora, to provide a world-class experience to its millions of customers across the Americas," said Chris Kronenthal, president at FreedomPay, in a statement. "Our suite of touchless commerce and data solutions will enable Sephora to provide customers a fast, frictionless, and innovative consumer experience."

Sephora is not only expanding its payment options.

Earlier this month, Sephora partnered with same-day shopping and delivery company Shipt, becoming the first large-scale beauty retailer on the platform.

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 ([see story](#)).

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