

RETAIL

Sephora aims to go all out for virtual event, offers inaugural NFT

August 18, 2022



SEPHORiA: Virtual House of Beauty will take place on Sept. 18. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is generating mammoth excitement for its biggest virtual event of the year.

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SEPHORiA: Virtual House of Beauty will take place on Sept. 18, offering far-reaching programing that will give a glimpse into exclusive products, the retailer's approach to inclusivity and more. The retailer also announced it will be releasing its first NFT to attendees.

Beauty, insight, oh my

SEPHORiA: Virtual House of Beauty is an immersive experience, aiming to invite consumers into the retailer's virtual space for gaming, information, surprises and more.

Consumers can register for the virtual event for free, with paid experience options entitled "Beauty Besties" and "Shelfie Standouts" previously available. To register, consumers may visit <https://sephoria2022.com/>.

Something exciting is coming to #SEPHORiA: Virtual House of Beauty this year Sephora's first-ever #NFT! Attendees will receive exclusive access to this free, commemorative digital collectible that will be revealed at the event on 9/18. <https://t.co/fmE0D1nB1r> to register now! pic.twitter.com/TmMVkCND6S

Sephora (@Sephora) August 18, 2022

Sephora is releasing its first NFT in honor of its biggest virtual event of the year

Those participating in the free event are invited to discover exclusive products and brands within an entertaining 3D environment. Consumers will also be invited to interact with those who work for top beauty brands, as well as surprise guests.

They will also be able to delve into Sephora's ethos through an exploration on the retailer's inclusive approach to beauty.

Additional features include virtual games where consumers can earn Beauty Insider, Sephora's rewards system, points.

Participants will also gain access to Sephora's inaugural NFT.

Special guests and leaders within the beauty industry include Sephora's beauty director Melinda Solares, makeup artist Myiesha Sewell, Canadian fashion model Winnie Harlow and more.

Brand participants also include YSL Beauty, Nars, Charlotte Tilbury, Fenty Beauty and more.

The Beauty Besties and Shelfie Standouts, which offered access to the virtual event, also offered free samples, full-sized products and more. These packages are currently sold out.

Sephora previously held SEPHORiA as a live ticketed event in 2018 and 2019, with a free virtual experience in 2021.

In 2020, Sephora China did not miss a beat when it transitioned its Sephora Day online this year presenting spring/summer beauty trends.

Forced to go online over COVID-19 restrictions, the retailer's Virtual Sephora Day attracted more than 1 million viewers on April 23 when it aired on the retailer's various digital channels ([see story](#)).

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