

RETAIL

Sephora, Kohl's announce new expansion plans

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Sephora is continuing to bring its store-in-a-store concept to Kohl's. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH's Sephora and U.S. retailer Kohl's are celebrating one year since debuting their partnership with new plans to expand Sephora's presence in all Kohl's retail locations.

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With approximately 600 stores across the country now open, Sephora at Kohl's continues to show solid performance, making premium beauty brands accessible to more Americans. By 2023, Kohl's will have opened 850 full-sized, 2,500-square-foot Sephora at Kohl's locations across the country.

"For such a big endeavor, our partnership with Kohl's has been executed extremely well and has delivered incredible results thus far, and there is so much potential to this partnership with the addition of 400 stores that have opened this summer," said Jean-Andr Rougeot, president and CEO of Sephora Americas, in a statement.

"At Sephora, our mission continues to be welcoming more people into the prestige beauty community, and we are achieving exactly that," he said. "In the past twelve months, we have been able to bring the premium experience Sephora is known and loved for to new communities across the country, giving them the access to beauty that we know they are yearning for."

Continued growth

After the partnership was first announced in December 2020 ([see story](#)), the first set of Sephora at Kohl's debuted in August 2021 at four locations: Lakeside, Michigan; Woodbury, Minnesota; Brookfield, Wisconsin; Ramsey, New Jersey ([see story](#)).



Sephora is expected to be in every Kohl's across the country. Image credit: Sephora

In the fall of 2021, Kohl's opened 200 stores, followed by an additional rollout of 400 more locations this summer.

Kohl's projects that Sephora at Kohl's will grow to achieve \$2 billion in annual sales by 2025.

As Kohl's expands its Sephora at Kohl's presence to all locations, each Sephora at Kohl's will maintain the same experience customers expect. The 850 Sephora at Kohl's shops feature an immersive beauty experience that mimics the look and feel of a freestanding Sephora.

Within all Sephora at Kohl's locations, guests may explore a curated assortment of prestige makeup, skincare, hair and fragrance brands, as well as innovations in clean beauty and self-care.

In the 850 stores that will have the full-sized Sephora at Kohl's shops, Sephora-trained beauty advisors offer personalized beauty consultations and assistance with finding products, while testing and discovery zones offer a rotating assortment of new, emerging or trending products.

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