

RETAIL

Sephora launches unlimited same-day delivery service

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With the service, which is available to try for free for 30 days, consumers can receive products in as little as two hours. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is pondering new ways to provide consumers convenience with a new unlimited same-day delivery program.

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As part of the Sephora Beauty Insider loyalty program, consumers will have access to unlimited same-day delivery for an annual fee of \$49. With this latest option, Sephora is looking to provide unparalleled customer service, proving its commitment to getting consumers what they need in a timely fashion.

Convenience at new levels

With the service, which is available to try for free for 30 days, consumers can receive products in as little as two hours.

In order to utilize the service, shoppers must first sign up for it, choose the product, select the same-day delivery" option and enter their zip code. In order to receive the selected products by end of day, orders must be placed by the local cutoff time, which varies by zip code and is listed on the product page.



Once an order is delivered, Sephora will send a confirmation notification. Image credit: Sephora

Sephora will then send an email to the consumer once their order has been packed and is in route to the shopper's address. Once delivered, Sephora will send a confirmation notification.

When purchasing a same-day unlimited subscription purchase, consumers will earn 49 Beauty Insider points.

Sephora ostensibly is constantly looking to innovate and expand its payment and shipping options.

In March, the LVMH-owned beauty retailer partnered with commerce platform FreedomPay to enhance its in-store payment offerings.

The partnership welcomed FreedomPay's data-driven commerce technology platform to more than 500 Sephora stores across the Americas. With this collaboration, Sephora continued expanding payment choices and mobile point-of-sale options to its consumers, fostering a frictionless in-store experience ([see story](#)).

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