

RETAIL

## Sephora returns to UK with new bricks-and-mortar location

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*Sephora will open a 6,000-square-foot flagship space in London, its first bricks-and-mortar in the U.K. in 18 years. Image credit: Sephora*

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is returning to the U.K. for the first time since 2005.

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In 2021, Sephora acquired British beauty chain Feelunique, priming the company for a subsequent comeback. Following the U.K. relaunch of the Sephora website and mobile app late last year, a new flagship will open at the Westfield Shopping Center in London's Shepherd's Bush neighborhood.

"We are delighted to bring our inspirational in-store environment to London, which has some of the most demanding beauty fans in the world," said Sylvie Moreau, president of Europe and the Middle East at **Sephora**, in a statement.

"We know that London's youthful and inventive vibe is one of the best places in the world for us to introduce some of the innovations that will make the Sephora experience even more extraordinary in the future."

### A new look

Sephora boasts nearly 3000 locations globally. At one time, the U.K. was home to six of them.

There were two attempts to settle the brand in the country, one in 2000 and a second in 2005. The latter proved to be Sephora's last for a while, after the brand struggled to keep up with the country's exorbitant commercial rents and stiff competition from U.K. beauty retail counterparts.



*The U.K. flagship will offer Sephora's in-house cosmetics as well as other beloved brands. Image credit: Sephora*

One of these potential points of competition Feelunique has now been absorbed by Sephora, further strengthening its share within the U.K. beauty market.

And that market is large the sixth largest in the world in fact, according to London-based research company Euromonitor. It is projected that by 2027 sales of cosmetics will tally to upwards of \$40 billion dollars.

What is more, nearly 60 percent of U.K. adults admit to buying those cosmetics in-store.

The store's launch comes just as newly-appointed CEO Guillaume Motte ([see story](#)) injects new sales concepts into the brand's approach, including a yearly subscription service and a delivery option via the DoorDash app.

Still, whether the third time will be the charm for the latest U.K. location remains to be seen. The U.S. market has already made its feelings for the brand known.

According to online beauty retailer Cosmetify, Sephora took the title of "Hottest U.S. Beauty Retailer of 2022" ([see story](#)).

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