

NEWS BRIEFS

## Sephora, Alaa, IWC Schaffhausen and Harry Winston

January 30, 2023



*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

Luxury Daily's live news for Jan. 27:

[Sephora returns to UK with new bricks-and-mortar location](#)

In addition to the physical location, Sephora has relaunched its UK website and mobile app.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

[Alaa marks 35-year Soho return with new storefront](#)

Having just announced a new Soho establishment, the heritage brand is breaking ground in Soho, though not for the first time.

[IWC Schaffhausen taps brand ambassador Eileen Gu for latest philanthropic effort](#)

Swiss watchmaker IWC Schaffhausen and Olympian Eileen Gu are teaming up to give back.

[Diamond District shop adds Harry Winston to stock list](#)

U.S. jeweler Harry Winston is doubling down in New York City's Diamond District.

[Please click here to read the morning newsletter](#)