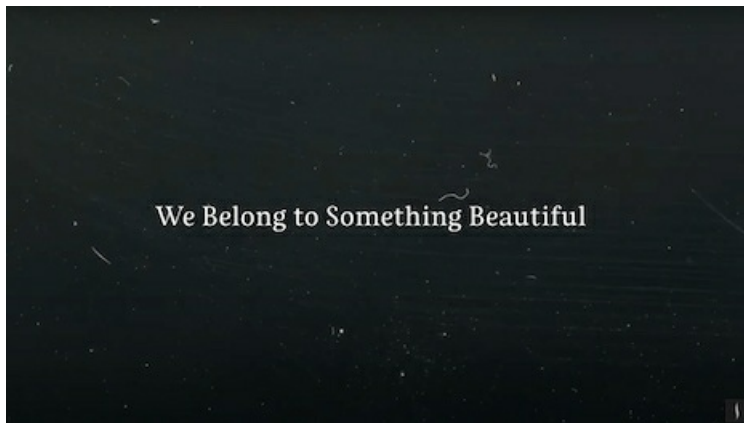


FRAGRANCE AND PERSONAL CARE

Sephora teams up with TikTok to boost founder-led beauty brands

March 14, 2023



Sephora's tagline and motto, updated in 2019, "We Belong to Something Beautiful" sums up the brand's mission of inclusion and diversity. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is giving emerging beauty entrepreneurs an even larger platform.

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Through a new partnership program, some of TikTok's most popular #beautytok creators will offer select entrepreneurs from Sephora's Accelerate program training and guidance on the most effective social content strategies with which to promote their brands. Also in partnership with marketing agency Digitas, the Sephora x TikTok Incubator Program will provide creators and founders alike the chance to build and sustain engagement with the TikTok audience, which numbers in the billions.

"Brands that have a savvy understanding of creator led social media and creator relations have a clear advantage in not only conceptualizing beauty content that resonates with their audience, but also in building genuine connections," said Brent Mitchell, vice president of marketing, social and influencer at [Sephora](#), in a statement.

"At Sephora, we have long been known as a brand builder in the prestige beauty landscape, and we are thrilled to partner with TikTok to share this unique creator-driven perspective with our brands and build a more inclusive beauty community," he said.

Something Beautiful

Founded in 2016, the Sephora Accelerate program helps to develop burgeoning brands founded by people of color with a six-month regimen of courses and content both in-person and online, mentorship, financial investment and connections.

The TikTok partnership initiative will add another dimension of support to 12 brand participants past and present ([see story](#)). These include three from among 2021's cohort, Hyper Skin, Eadem and Topicals ([see story](#)).



[View this post on Instagram](#)

A post shared by Sephora (@sephora)

Hyper Skin is a line of formulas that focuses on treating skin's hyperpigmentation and discoloration.

Eadem treats skin dryness and redness, has been given the "Clean at Sephora" seal which means it is free of products such as formaldehyde and phthalates.

Topicals skincare is similarly "Clean at Sephora" certified, and treats everything from redness and discoloration to wrinkles, dullness and loss of elasticity.

Among the 2023 participants are Karen Young, founder of Oui the People, which provides a series of body care treatments, and Glosshood, founded by Sienna Brown, whose brand provides glosses that honor the wearer's inner child.

Among the TikTok creators selected to provide professional guidance are Amy Chang, a self-described "skin and hair obsessed" whose handle is Bondenevant, as well as Rocio Lopez-Jiminez, or "rocio.roses," who offers tutorials on makeup and skincare.

This latest component of the Accelerate program further supports Sephora's mission toward diversity and inclusion.

Under the 2020 "15 Percent Pledge," the brand was the first major retailer to ensure that 15 percent of its offerings were produced by Black-owned businesses.

The year before, Sephora conducted a year-long, first-of-its-kind study about the racial bias in retail.

More information about the Sephora x TikTok Incubator Program can be found [here](#).

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