

RETAIL

‘SEPHORiA: House of Beauty’ live event returns to NYC

July 14, 2023



The retailer's "SEPHORiA: House of Beauty" live event returns in September 2023. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is bringing back popular programming as the store celebrates 25 years of serving the U.S. market.

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"SEPHORiA: House of Beauty," the brand's largest annual live event, returns this September. With an in-person gathering in New York City and an expanded virtual experience, Sephora is debuting a hybrid version of the series.

"We are beyond thrilled to introduce the latest iteration of SEPHORiA with our first-ever hybrid experience, including an in-person event in New York City," said Jessica Stacey, senior vice president of external communications, event and experiential marketing at [Sephora](#), in a statement.

"Falling within our 25th Anniversary year in the U.S., this event marks an exciting milestone and serves as both a celebration of our past and a nod to our future, as well as a symbol of the remarkable benefits of being a cherished member of Sephora's community," Ms. Stacey said. "While we're grateful for the return to an in-person experience, we also recognize the importance of making these events inclusive and broadly accessible to our global beauty community and will do so with free virtual components that are equally enriching.

"We can't wait to debut our biggest event endeavor yet and deliver on an unforgettable beauty experience in partnership with many of the world's best brands."

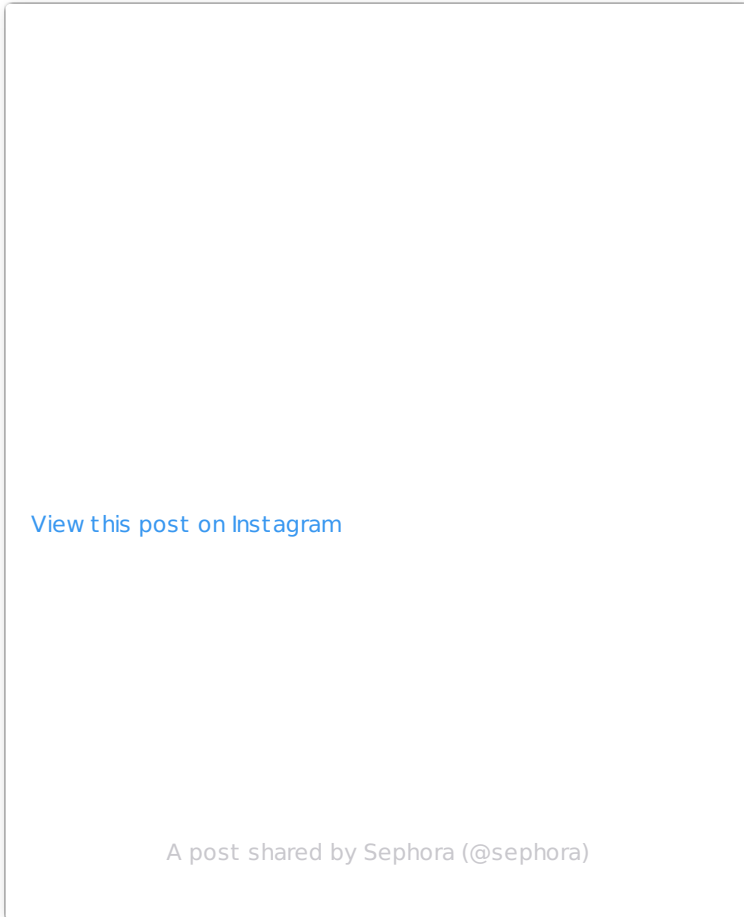
Betting on beauty

The fifth annual SEPHORiA gathering marks the first time that any in-person offerings have been featured since 2019.

Now, after two years of virtual activations, Sephora is combining online and offline experiences. A live ticketed event in New York City with an accompanying digital execution come together from Sept. 29 to Sept. 30, 2023 a live event will reach Paris afterward.

Partnering with over 50 brands, SEPHORiA grants participants access to exclusive products, hands-on experiences and interactions with popular labels and surprise guests.

In-person attendees can choose between a Silver Key ticket, priced at \$99 per session, or a Gold Key option, which retails for \$349 per session, with prices increases slated for Aug. 4, 2023.



A curated beauty bag full of goodies from brand partners will be granted to all participants.

The virtual space, opening Sept. 29, 2023, includes an immersive platform, complete with live chats supported by Sephora Beauty Advisors, avatars and games that can be played for Beauty Insider Points. Offerings are available to U.S. and Canada clients.

Online attendees can also redeem a free NFT a first in 2022 ([see story](#)) or Proof Of Attendance Protocol upon entrance. These assets can be added to Crypto wallets for free.

Though the virtual event is free, attendees can purchase their own Virtual Key Swag for \$65, packed with travel-sized products worth more than \$300.

Registration opens on July 18 for Sephora Rouge Members. Those who have not yet opted into Sephora's loyalty program can purchase passes starting July 20 at www.sephoria2023.com.

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