

RETAIL

## Sephora launches music collective, welcoming BIPOC artists to digital platforms

August 4, 2023



*Officially launched Aug. 1, the program extends the company's social media platforms to U.S.-based up-and-coming musicians. Image credit: Sephora*

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is entering a new arena to uplift creatives.



Exclusive to the United States, the company has launched Sephora Sounds, a program that aims to amplify musicians from underrepresented groups. Promising to push artists via Sephora's social media channels, more than half of the store network's inaugural class identify as BIPOC women, granting a voice to those that typically are given fewer opportunities.

"For Sephora, inclusivity among creators doesn't just end with beauty," said Brent Mitchell, vice president of social media and influencers at [Sephora](#), in a statement.

"We believe it should exist across all forms and industries, and that begins with giving voices a platform to be heard," Mr. Mitchell said. "Within the sound-on world of TikTok and social media today, we're thrilled to be able to feature and amplify a diverse range of musical artists on our social platforms, showcasing the soundtracks that make up the sounds of Sephora a sound of strength to empower all creators."

Uplifting the underrepresented

Incepted earlier this year before its official launch on Aug. 1, Sephora Sounds counts over 55 artists.

This diverse range of voices will have their output elevated across branded social media content, placing the creatives' work in front of audiences primarily through the use of TikTok and Instagram, with room for growth onto more platforms slated for the future.

Of those within the inclusive group, Sephora notes that 70 percent have never participated in a paid brand opportunity before, with 60 percent saying those in their musical spheres have also never been approached with similar opportunities.

Sephora Sounds is supported by London-based music production house SixtyFour Music, the retailer's partner ensuring that the collective's members, of all races, ethnicities, religions and sexual orientations, are to benefit

financially from the melodic engagement.

*Sephora Sounds is supported by London-based music production house SixtyFour Music*

According to Sephora, its talented cohort is already seeing results. The company claims that those within the group have seen their listenership grow by up to 30,000 monthly users on Spotify within a month of joining Sephora Sounds.

"This work, joining forces with Sephora to highlight underrepresented talent in music has been a labor of love for us at SixtyFour," said Tamara Credle, head of music strategy at SixtyFour Music, in a statement.

"I've dealt with the struggle of working in the music industry as a POC woman," Ms. Credle said. "Now, as the head of music strategy at SixtyFour, an organization dedicated to authenticity, passion, and innovation in all we do, I am honored to be able to assist in this mission with an iconic brand like Sephora."

Planning to expand the collective over time, the retailer is not the only name lending its support to other industries.

U.S. jeweler Tiffany & Co. also recently debuted a musical collaboration, working with multi-Grammy award-winning American singer-songwriter Beyonc ([see story](#)).

---

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.