

RETAIL

Sephora reopens Paris flagship after renovation

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The store is now fitted with architectural elements inspired by the French capital. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is welcoming customers back to its Champs-lyses store.

The company's Paris flagship has just undergone its first refresh since the store's original opening in 1996. Shoppers can expect an updated buying experience as the Olympic and Paralympic Games, set to take place in the city, draw closer.

"Innovation is at the heart of Sephora's DNA," said Guillaume Motte, CEO and president of **Sephora**, in a statement.

"Since we started 50 years ago, we've continued to reinvent the high-end beauty shopping experience," Mr. Motte said. "Our stores are the beating heart of Sephora."

"We're thrilled to celebrate the reopening of this iconic location, where we'll be able to offer our customers and brand partners a unique experience and write a new chapter in our story."

French focus

Situated at 70-72 Avenue des Champs-lyses in Paris, the store is now fitted with architectural elements inspired by the French capital.



As part of Sephora's green development strategy, modern LED technology is used throughout the store. Image credit: LVMH/ARR

After months of renovations, the flagship features stone paving, 19th-century-styled metal workings, Sephora’s classic black and white striped motif, rainbow colors in an infinity mirror, the brand’s flame emblem and a beauty hub at the heart of the floor plan. Lining the center aisle are curated spaces dedicated to luxury brands and trending products.

Fresh, exclusive labels are also available only at the Sephora location, including Maison Francis Kurkdjian fragrances.

Thematic areas for the reopening focus on fragrance, skincare makeup, haircare, services and other categories.

As part of Sephora’s green development strategy, modern LED technology is used throughout the store. Additionally, the number of screens has been cut down and a transparent, illuminated sliding door reduces heat loss at the entrance, complementing the company’s goal to decrease energy consumption by 50 percent.



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In the upcoming Olympic and Paralympic Games, Sephora will be the official partner of the Torch Relay. As the event draws closer, other brands are also activating and engaging with the city for the occasion ([see story](#)).

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