

RETAIL

Sephora Korea shutting down operations

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Consumers are opting for duty-free shopping, local brands and retailers with even larger selections in the region. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer **Sephora** is leaving a major market for the cosmetics and skincare industries.

With competition proving stiff from local brands, the global giant's operations in South Korea will soon shut down. Starting May 6, 2024, Sephora will start phasing out mobile app stores, online malls and offline stores in the region.

A sudden retreat

The company entered the country back in 2019 with the unveiling of a flagship shop in Seoul's Gangnam district, an upscale neighborhood in the city's southern reaches.

It went on to open more bricks-and-mortar touchpoints locally. Though two stores have been shuttered in the past two years, there are currently five others conducting business in the country.

Come May, these will also close their doors for good.

[View this post on Instagram](#)

A post shared by Sephora Korea (@sephorakr)

In a social media post on the Sephora Korea Instagram account, the retailer states that it is with a “heavy heart” that it proceeds with the market withdrawal, which will come after the aforementioned phasing out of the digital and in-person spaces. The last day to order online will also be May 6.

Outstanding transactions that are received through the mobile app store and online mall will be processed within six days.

On this deadline, all Sephora Korea Beauty Pass member information, such as unused points, will be deleted. Those participating in the program are encouraged to use their rewards by May 5.

Beauty Pass will operate as usual until then, and customers can gather Sephora Korea points and spend them in South Korea, Malaysia, Singapore, New Zealand, India, China, Thailand, Indonesia, the Philippines, Hong Kong and Australia.

In accordance with commercial laws, the customer service team will keep working through mid-August of this year.

An announcement has been posted to the Sephora Korea website, with a section on the [FAQs page](#) dedicated to the closure and potential questions concerning what comes next. Farewell posts are also pinned to the top of the Sephora Korea Instagram account.

“Thank you very much for the love and support you customers have given to Sephora,” the brand states, in a post.

“Sephora, the world’s largest beauty platform, can continue to be found in 10 local stores and online malls in Asia.”

Luxury ecommerce and retail are having a rough go of it, in general, with even highly valued, staple names shutting down ([see story](#)).

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