

EVENTS/CAUSES

British Beauty Council, Sephora UK found student mentorship program

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Hundreds of emerging beauty innovators have already applied for the new program. Image credit: Unidays

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

The British Beauty Council (BBC) and LVMH-owned beauty retailer **Sephora UK** are teaming up to support the next generation of industry talents.

In partnership with digital student discount platform and Gen Z research firm **Unidays**, the group is fielding pitches from university students that seek to innovate the cosmetics market in the areas of technology, sustainability, creativity, marketing and science. Through "The Student Shadow Board," five winners will receive a grant of nearly \$4,000 and a variety of exclusive mentorship opportunities.

"Young people are the brains of tomorrow's beauty industry, so this is the perfect opportunity to scout some of the most impressive young talent," said Millie Kendall, CEO of the **British Beauty Council**, in a statement.

"Not only that, the next generation are more in touch with the workings of the beauty industry than any other generation, so why not tap into their ideas to propel our sector forward," Ms. Kendall said. "We are delighted to be collaborating with Sephora UK and Unidays on this initiative."

Next-gen support

A panel of beauty experts will select the recipients from a shortlist of the applicants based on a numbered scoring system.

The judges include Sephora UK's head of PR & communications, Sabina Ellahi, founder of makeup company Vieve, Jamie Genevieve, and several experts from Unidays and the BBC.



Sephora UK is the "lead financial supporter" of the program. Image credit: Unidays

"At Unidays, we're thrilled to partner with the British Beauty Council and Sephora on The Student Shadow Board initiative," said Jessica Hewitt, beauty category lead at Unidays, in a statement.

"This program isn't just about mentorship and grants it's about giving students a genuine seat at the table where industry decisions are made," Ms. Hewitt said. "We recognize that today's beauty students are tomorrow's visionaries, and we're committed to empowering them to shape the future of an industry they already influence so profoundly."

Applications are now open for Unidays members and will remain available through the end of April. Winners will be announced next month.

Just days ago, Italian luxury conglomerate OTB Group renewed its sponsorship of the International Talent Support Contest, extending its support to up-and-coming fashion, accessory and jewelry designers ([see story](#)).