

EVENTS/CAUSES

Sephora teams with F1 Academy

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The collaboration will bring Sephora-backed activations and experiences to race weekends throughout the 2026 season. Image credit: LVMH

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is entering the motorsports arena.

The brand has established a new partnership with the all-female racing series F1 Academy; under the agreement, Sephora becomes the organization's official beauty retail partner. The collaboration will bring Sephora-backed activations and experiences to race weekends throughout the 2026 season.

"We are thrilled to become the Official Beauty Retail Partner of F1 ACADEMY, supporting their commitment to women's empowerment worldwide," said Deborah Yeh, global chief marketing officer at [Sephora](#), in a statement.

"This collaboration will give us an incredible opportunity to engage with audiences from Shanghai to Austin, bringing our unique brand experience to fans while supporting the dreams of these athletes," Ms. Yeh said. "We look forward to celebrating the synergy between sports and beauty and continuing to champion our shared values throughout the various races."

Sephora x F1 Academy

As part of the initiative, Sephora will stage branded beauty activations at 18 Grand Prix events during the 2026 season. In partnership with the F1 Paddock Club hospitality program, the retailer will bring its experiential Glam Bar concept directly to racing audiences.

By way of the global deal, the beauty chain joins F1 Academy in its efforts to foster female athletes ([see story](#)), sponsoring emerging talent: Sephora will support Spanish driver Natalia Granada during her rookie season.



Sephora will support Spanish driver Natalia Granada during her rookie season. Image credit: LVMH

"Sephora is an iconic global brand with a passionate community across markets worldwide, championing individuality and confidence," said Susie Wolff, managing director at F1 ACADEMY, in a statement.

"This partnership goes far beyond beauty; together, we are challenging outdated stereotypes and redefining who and what belongs in motorsport."

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