Sephora Direct: Investing in Social Media, Video, and Mobile

Questions

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TheCaseSolutions.com
Structure

- Background
- Where they are in social Media
- Problem
- Solution
- Question section
BACKGROUND

Started in 1969
  • France 1969 – Dominique Mandonnaud
  • 1997 – Louis Vuitton and Moet Hennessy
  • 1998 – New York City
  • “Try the make up on without buying anything
  • Science of Sephora
  • Sephora.com
  • U.S. – 1999
  • Canada – 2003
  • 2006 – JC Penney
  • 2007 – Beauty Insider program
  • 2009 – V.I.B
  • 1,300 stores in 27 countries worldwide,