

Sephora Direct

SEPHORA
Investing in Social Media, Video, and Mobile
By Z-palette



Building the Brand - Social Media




Sephora colors

Red: High-arousal color, associated with risk, Power, energy, passion and love

Black: Formality and mystery

White: Optimism and hope




What do we know about Sephora?

- History
- Retail concept
- Sephora in the U.S.





Building the Brand - E-commerce



What do we know about Sephora?

- Founded in 1969 by Dominique Mandonnaud
- Retail concept: "Assisted self-service" to differentiate from current stronger market (department stores)
- Teamed up with investors to combine stores with Boots PLC
- Sephora: Greek word "pretty" (sephas) and Biblical name Zipporah (Moses' wife)
- Acquired by LVMH in 1997 for \$262 million
- First U.S. store in NYC in 1998




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 Paul Hyman, Strong Research, Evelyn Tsong
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Paul Hayden . Sarang Nanavati . Evelyn Ticono

By **Z**•palette®



You Tube

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Building the Brand - Brick & Mortar

How would you describe the brand development through Brick & Mortar Retail?



- Demographics
- Customer Interaction
- Philosophy
- Design
- Store Growth

