Sephora Direct

 Sephora: Greek word "pretty" (sephos) 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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Porter's five forces- analysis

Sephora Direct







What do we know about Sephora?

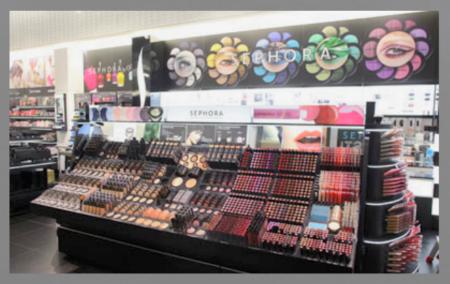
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SEPHORA

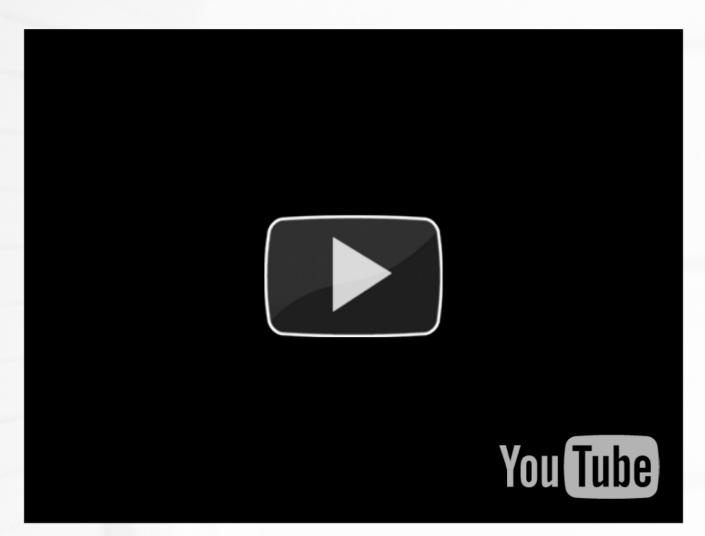
Investing in Social Media, Video, and Mobile



Paul Hayden . Sarang Nanavati . Evelyn Ticona

By **Z**•palette





Sephora colors

Red: High-arousal color, associated with

risks. 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.





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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

