

Sephora - a French brand and chain of cosmetics stores

History:

In 1970: established in Paris.

In 1997: acquired by French conglomerate LVMH (Louis Vuitton and Moët Hennessy).

In 2011, the Sephora chain includes 1655 stores in 29 countries. Carrying more than 250 brands, along with their own private label, Sephora offers beauty products including makeup, skincare, fragrance, hair care, bath and body products, and hair and make-up tools.

Sephora in China:

In 2005: Sephora opened their first chain store in Huaihai Road in Shanghai.

As for now, Sephora expands their chain stores into more than 20 cities with 121 stores. Especially, in 2009, Qian Men store of Sephora in Beijing became the third flagship store all over the world. For instance, Shanghai, Beijing, Guangzhou, Tianjin, Chengdu, Nanjing, other provincial capital cities, and other prosperous cities. Such as Shenzhen, Suzhou, Chongqing and so on.

How grow fast:

1. The design, the arrangement, the decoration of Sephora store in China aligned with the standard of Sephora global style. The store is designed to be quite modern and open to welcome customers to select and try on.
2. Within each store, the decoration and arrangement are changed constantly to bring new image to people.
3. The logo is in black and white, which gives strong eye-catching elements to attract Chinese people.
4. Sephora provides international brands to Chinese market. Such as **Dior, Lancôme, Estée Lauder, Clinique, Biotherm, Guerlain and so on.**
5. **Sephora agents** some overseas brands of cosmetics in China with exclusive right. For example, **SkinVitals, Fusion Beauty, For Beloved One, Eisenberg, Diesel, Harajuku Lovers, Esthederm, Rexaline, Guerlain Idyll, and so on.**
6. **Free make-up guidance** in each store helps customers to find their suitable products and style of makeup. Every month, Sephora organizes makeup classes for membership to improve their makeup skills.

Strategy in China:

1. Online shop:
 - a. **In 2006**, Sephora organized a biggest PR event since their establishment; it is called “24 hours of beautiful shopping new shortcut”. This event was aiming at interact online sales and offline sales to enlarge the influence of each side all over China. As a result, the event attracted more than 300 people from media and partners to participate in. All the participants acquired coupon of Sephora and experienced the convenience of buying in Sephora.
 - b. **Thierry Jaugeas, the president of Sephora China, expressed that online shop is one of the most important developing strategy in China.**
2. Co-event with partners:
 - a. **Benefit**: in 2008, Benefit joined in Sephora. The creators of benefit, twin sisters Jean and Jane, showed in Sephora Shanghai to attend to ribbon-cutting ceremony.
 - b. **Guerlain**: in 2008, Sephora organized an event which topic is about Guerlain’s TERRACOTTA series product launching in Joycity in Beijing. During the event, there were model shows, online shopping experience, products display, and so on.

Beauty Academy:

In 2011, Sephora started to organize “Beauty Academy” in China to encourage the make-up enthusiastic and fashionistas to join this event.

China first competition towards make-up stylist among five big cities: Wuhan, Guangzhou, Beijing, Shenyang, and Shanghai.

This competition attracted more than **500 stylists registered online to join the mass-election. The competition will select top 10 among those stylists to participate in “the cosmetic reality show” on Dragon TV, a very influential TV station in China.**

Recent years, reality show is very popular and hot in China. The topics of these shows are usually about singing contest, dating, applying for job, knowledge quiz, and so on. But Beauty Academy is quite different from others since it mainly focuses on makeup.

Competitors:

Shopping malls: before Sephora arrived in China, customers usually go to big shopping malls to buy cosmetics. Since each brand of cosmetics has their own booth and counter to sell to customers in those malls.

Watson: Watson arrived in mainland China in 1993. But the target and aim are different from Sephora. Because Watson is not targeting high-end products and big brands as what Sephora aims to do here.