

## Transforming Beauty

Sephora is a multinational corporation that sells personal care and beauty products. From makeup to fragrance to hair products, Sephora has it all! Its purpose is to inspire customers to be confident in a welcoming beauty environment. Sephora believes in allowing the customer to define beauty as they help them celebrate and achieve their look by supporting their bold choices. Their mission is to “let's beauty together.” By working together, Sephora and its customers can engage in honest conversations about what the customer wants.

Sephora is a globally operated store in 35 different countries. This number continues to rise as Sephora is continually looking to expand its brand. As Sephora continues to grow and develop, it's constantly looking to expand its operations globally. To provide an easy shopping experience, Sephora has created a website specific to each country so that consumers are shopping for products popular to their location. For easy access, Sephora also offers users to browse in their preferred language and ship internationally while taking international payment methods.

Sephora's marketing strategy has blended the online and in-person experience allowing consumers to have a more accessible and innovative shopping experience. Before coming to stores, shoppers can browse Sephora's mobile app and save products they are interested in. Once they arrive at stores, they can find these products and have the opportunity to test the products before buying them. Sephora has adapted its marketing strategy to fit each country. Sephora presented a new experience in Spain with exciting new services, experiences, and an exciting new store layout creating a more effortless shopping experience. Different Sephora locations also personalize products or services based on the data they have collected from customers to maintain a better experience. Sephora customizes the daily content you receive that contains

promoted popular products, sales, and other opportunities based on your location. Sephora, located in Europe, has begun a new basket system where customers show employees what kind of shopping experience they want based on the color of their basket. Red baskets mean they would like assistance, and black baskets indicate they do not wish to be helped. Sephora also utilizes social media to market their products as they have collaborated with Instagram to create an easier experience for shopping. While on Instagram, you can buy a product right from your feed which is faster and more convenient.

Sephora has put tremendous effort into creating a diverse, equal, and inclusive place to shop and work. Sephora seeks to showcase every type of beauty in an inclusive environment as they work to continue becoming a diverse and equal brand. Sephora was the first major retailer to commit fifteen percent of their products being from black-owned companies. Their Accelerate program, which focuses on creating a community of creative and rising leaders in the beauty industry, promotes leaders of color. This helps Sephora continue its mission of showcasing every type of beauty. This ensures that every color, race, and ethnicity is represented in Sephora's brands. In their DEI annual report, they reported that not only have they made fifteen percent of their space for products to be from black-owned companies, but their social and digital content is now made up of 15% of black-owned businesses. They are also beginning campaigns every quarter to ensure that enough awareness is being brought to black-owned companies. Sephora has also trained its employees to be more aware of racism, bias, and how to be a better ally. They have also increased the diversity within their workers and leadership team.

I believe that Sephora's efforts to globalize and increase diversity, equity, and inclusion have been highly effective. Sephora is one of the most innovative beauty companies as they have proven their success in operating globally. Many companies market themselves as similar to

Sephora, but they are not multinational and can't compete with Sephora's reputation. Sephora has proved they work to create and adapt their services to best suit the customer's needs, which vary from location. Sephora's efforts to become more diverse, equal, and inclusive are top-notch. They have gone above and beyond to support minorities and help promote them. Sephora believes in allowing the customer to define what beauty is. They have truly embraced this by allowing all types of beauty worldwide to be inspired at Sephora.

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