

The following information is not intended to be factual but is part of a class assignment on writing social media news releases at the S.I. Newhouse School of Public Communications, Syracuse University, October 2018. All information is intended to be sourced appropriately.



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Fact Sheet

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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Sephora Fact Sheet

Company History and Numbers

- Sephora was founded in France by Dominique Mandonnaud in 1970
- Louis Vuitton Moët Hennessy acquired Sephora in 1997
- Opened its first store in North America in 1998, its first Canadian store in 2004, its first Australian store in 2014, its first Mexican store in 2011 and its first Brazilian store in 2012
- Launched Sephora.com in 1999
- Sephora currently operates over 2,600 stores in 34 countries
- Sephora is a combination of the Greek word *sephos* (beauty) and the Hebrew biblical character Zipporah, Moses' beautiful wife
- Founded as an "open-sell" environment – a place where shoppers approach salespeople rather than the other way around
- Over 20,000 employees worldwide
- Carries 250 makeup, skincare, and haircare brands including its own SEPHORA COLLECTION
- \$4 billion in revenue yearly

Key Leadership

- Chris de Lapuente, global president & CEO of Sephora, member of the LVMH executive committee
- Jean-André Rougeot, president & CEO of Sephora Americas
- Terry Yanofsky, senior vice president and country manager of Sephora Canada

(more)

Initiatives

- Member-only mobile and online Beauty Insider Community offers one-on-one care to those in the community, in-store discounts and gifts and access to special deals and events
- Partners with JCPenney in over 660 stores
- Sephora Stands is the umbrella of social impact programs
- We Belong to Something Beautiful is Sephora's most recent diversity initiative, launched in 2019

Awards and Achievements

- One of Forbes America's Best Employers in 2018 and 2019
- 100% on Human Rights Campaign's Corporate Quality Index 2019
- World Retail Congress's Retailer of the Year 2018

Mission Statement

- We believe beauty is for each person to define and ours to celebrate. Together, we support and encourage bold choices in beauty—and in life. Our purpose is to inspire fearlessness.

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Works Cited

<https://www.byrdie.com/sephora-facts>

<https://www.lymh.com/news-documents/news/sephora-named-retailer-of-the-year/>

<https://www.sephora.com/beauty/about-us>