

SEPHORA

We Belong to Something Beautiful

A close-up portrait of a woman's face, focusing on her eyes and nose. The image is overlaid with a white play button icon inside a circle, centered over her nose. The text "Color Up Close" is written in a white, serif font across the middle of her face, partially obscured by the play button.

Color Up Close

Our Initiatives – In Store

- Inclusive Beauty Education
 - A research-driven curriculum focused on mitigating bias and driving positive behavioral change in all stores
- Classes for Confidence
 - 90-minute hands-on beauty classes for those facing major life transitions

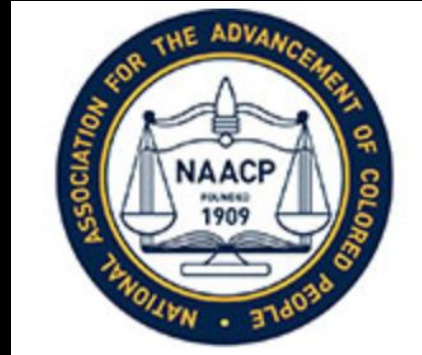
Our Initiatives – Community and Industry Leadership

- Retail Leadership
 - A group of thought leaders from well known organizations
 - Helping shape the company's work on equity
 - Aid in commissioning a broad-based study on the state of bias in retail and, more specifically, how it affects people of color

Our Initiatives – Community and Industry Leadership

- Sephora Accelerate
 - A months-long mentorship program investing in female founders in beauty to support skill development

Our Initiatives- Contributions



When and Why

We Belong to Something Beautiful

- Initiated in summer of 2019

Why?

- SZA's accusation of racial profiling





SEPHORA STANDS
Accelerate

IMPACT:
ACCELERATE IS MAKING
A DIFFERENCE



2000
jobs created

100%
product brands
landed a retailer

3 brands
at Sephora

900
new doors
growth overall



STATS TO DATE:
(2016 TO 2018)



950+
mentor hours



\$400K+
in grants & loans

31 in **7** on track to **50** by 2020
women countries female founders



● 2017

● New in 2018

2018 SNAPSHOT:



Alumni engagement
growing, including
self-organizing events

13 founders
in 2018 from

7

countries

Global Expansion:
Europe & Asia in
2018 SF program



“ We see a unique opportunity to draw from our history of working with entrepreneurs to build a supportive community for early-stage female founders.
– Corrie Conrad, Head of Social Impact at Sephora ”

“ Accelerate helped us have a successful new product launch in 2017 based on research techniques we learned.
– Suzanne LeRoux, One Love Organics, Class of 2016 ”

“ Sephora Accelerate has been phenomenal.
– Danielle Cohen-Shohet, GlossGenius, Class of 2016 ”

“ Sephora Accelerate was one of the most transformative experiences of my life. The personal and professional growth has been invaluable. ”
– Sara Panton, Vitruvi, Class of 2017 ”

Alignment

“A leader in prestige omni-retail, our purpose at Sephora is to create an inviting beauty shopping experience and inspire fearlessness in our community. Through our continued expertise, innovation, and entrepreneurial spirit, Sephora encourages clients to explore the universe of beauty and wellness with an unbiased approach to experiential retail.”

-Sephora’s mission statement

"Sephora believes in championing all beauty, living with courage, and standing fearlessly together to celebrate our differences. We will never stop building a community where diversity is expected, self-expression is honored, all are welcomed, and you are included."

-We Belong to Something Beautiful’s manifesto

What We Have to Gain

- Improved client experience through
 - Color IQ
 - Employee training
 - Inclusive media features
- Re-establishing consumers' trust

Additional Initiatives – LGBTQA+ Inclusion

“Identify as We” video spotlight for Pride Month



Works Cited

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