



HISTORY

- SEPHORA
- Founded in France in 1970 as Shop 8 by Dominique Mandonnaud
- In 1993, Mandonnaud merged the Biblical name Zipporah (Moses' exceptionally beautiful wife) with the ancient Greek word for "pretty," sephos.
- Today, it's the leading chain of cosmetic stores in France and the US and a powerful beauty presence in 24 other countries
- US and Canada have 280 stores
- JC Penney has 270 Sephora stores

SEPHORA

HISTORY

- Sephora is now owned by Louis Vuitton Moët Hennessy (LVMH) which is the world's leading luxury goods group
- LVMH
- Started in 18th century France
- LVMH and Sephora are united by a single aim: to express the most refined qualities of Western "Art de Vivre"
- JC Penney
- Sephora opened in JC Penney in October of 2006
- Sephora stores inside JC Penney are approximately 1500 sq. ft.
- Sephora stores are located at the center of the JC Penney stores and feature the signature Sephora look and beauty assortment
- Sephora.com
- Launched in October 1999

HISTORY

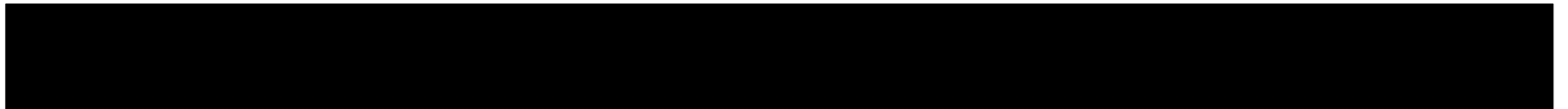
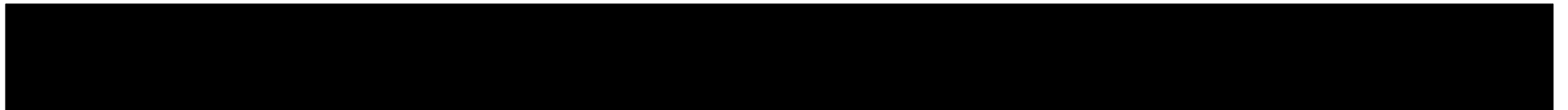
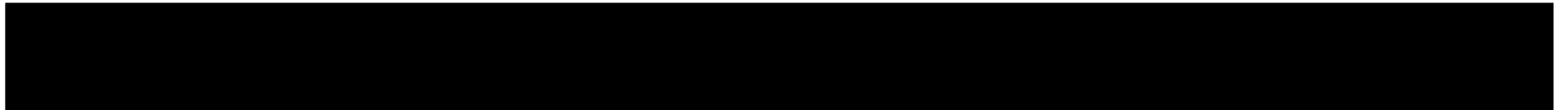
- SEPHORAUNIVERSITY
- Where Beauty Gets Smart
- OUR MISSION:
- Sephora University will raise your beauty IQ. A leader in beauty education, we work to develop savvy, respected beauty experts who provide unique services to our clients. At our San Francisco campus, SU offers a wide range of courses to Sephora employees and brands on topics including product knowledge, sales, service, and leadership-skills development.
- Science of Sephora
- Four-day course that educates on the science of skin care, hair care, make up, and general beauty know-how
- Encore-advanced classes
- Extra classes offered that certify consultants in skincare, color, and fragrance

PRODUCTS & BRANDS

- Offers the largest and most diverse selection of beauty products on the internet
- Users have access to 13000+ products and 200+ brands
 - Products such as:
 - Make-up
 - Hair Care
 - Skin Care
 - Fragrance
 - Bath & Body
 - Men
 - Tools & Accessories
 - Natural etc...
 - Brands such as:
 - Bare Escentuals
 - Bobbi Brown
 - Chanel
 - Clinique
 - D&G
 - Dior
 - DKNY
- Ed Hardy
- Go Smile
- Gucci
- Juicy Couture
- Kate Spade
- Lancome
- Lacoste
- Marc Jacobs
- Michael Kors
- OPI
- Prada
- Ralph Lauren
- Vera Wang etc...
- In addition to products, Sephora.com offers the latest beauty trends and advice and tips from experts

Question 3

What services does Sephora provide its clients?



Answer

- 100 eye shadows, 90 lipsticks, 100 eyeliners.
- Make up school on the road- work one on one with a pro artist here you are able to have access to exclusive offers on products only available during special events
- Work miracles with philosophy – Here you get a one on one consultation with a philosophy brand expert and learn how to visibly improve the state of your complexion, here you can sample their new revolutionary miracle worker dark spot corrector and you get to take home a free gift.

SEPHORA

Answer

- Custom skin consultation by Clinique- Clinique experts debut their new skin care they use tools on Apple I Pad to demonstrate the workshop on how to achieve healthier looking skin. At the end of the event you are able to take home a travel size version of either acne solution spot healing gel or the 7 day scrub cream rinse off formula.
- Too faced master class- free 30 min makeover or book a 2 hour master class hosted by make up director Kalina Fernandez indulge in lavish shadows and they showcase their new line during these classes. Learn tips and tricks, and leave with a special gift.

OLIPHORA

Question 4

Sephora is the originator of the open sell prestige cosmetics model. What is this model and how will your store design promote this concept?

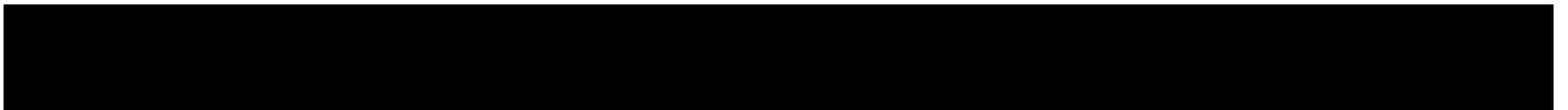
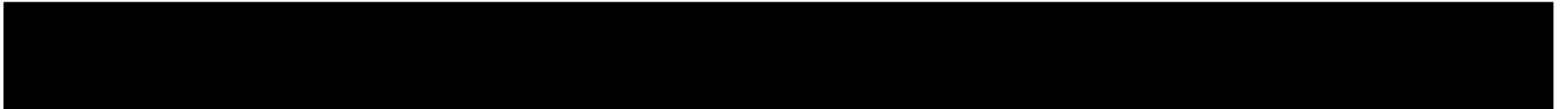
Answer

- The open sell prestige cosmetics model is simply just the technique in which they use to sell their products. The “open sell” part simply describes the environment of their stores and how the products are displayed in an open fashion. The prestige cosmetics part describes the quality of the products that they offer, and the model part is just a term used in place of technique.

SEPHORA

QUESTION 5

What is The Beauty Studio, and how should this area be incorporated into your design?



ANSWER

- Sephora's Beauty Studio is their "makeover destination" located inside all Sephora stores. It opened June 2010 throughout the United States. The Beauty Studio offers special occasion makeovers and personal beauty advisors. However, the personal beauty advisors are currently only in a few select locations. Both of these services are offered by appointment only. The Beauty Studio also offers complimentary Express Services, which are in store short classes to teach customers expert make-up tips on how to master different looks that only take a few minutes to do.

SEPHORA

QUESTION 6

What is Pop-up retailing?



ANSWER

- Pop-up retailing became popular around 2004 and began with Comme des Garçons guerrilla stores.
- Pop-up retailing allows a company to create a temporary location to market a new brand or product to the public for a short amount of time.
- It is appealing to customers because it has a feeling of privilege or exclusivity while being exciting and spontaneous.
- It is appealing to companies because in today's economy they are able to rent empty spaces or create mobile spaces for less cost. They also are able to use pop-up retailing to test drive products and judge consumers' reactions before mass-marketing products while also earning free publicity.

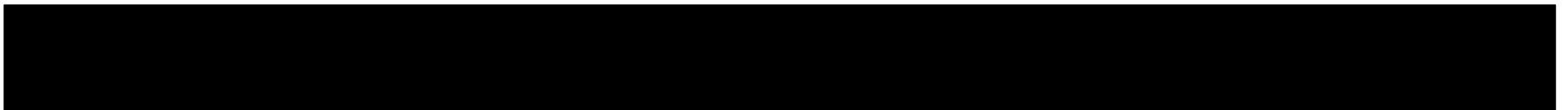
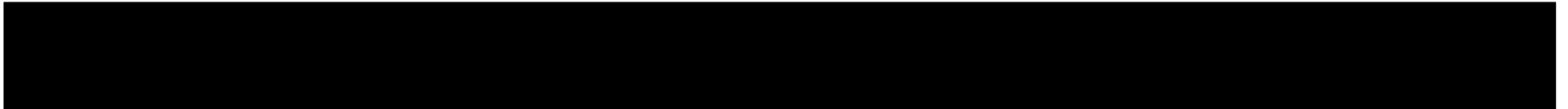
ANSWER

- It is appealing to companies because in today's economy they are able to rent empty spaces or create mobile spaces for less cost. They also are able to use pop-up retailing to test drive products and judge consumers' reactions before mass-marketing products while also earning free publicity.
- The design of pop-up retail stores are usually focused strongly around the brand and make the space exciting and different than the already existing retail stores. Examples include Target stores, Reebok, Motorola, and more mobile options.

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Question 7

List 4-5 ideas of where a Sephora pop-up retailing space might succeed? (i.e.: the type



ANSWER

Inside of a department store such as Macy's. Located in San Francisco, CA.

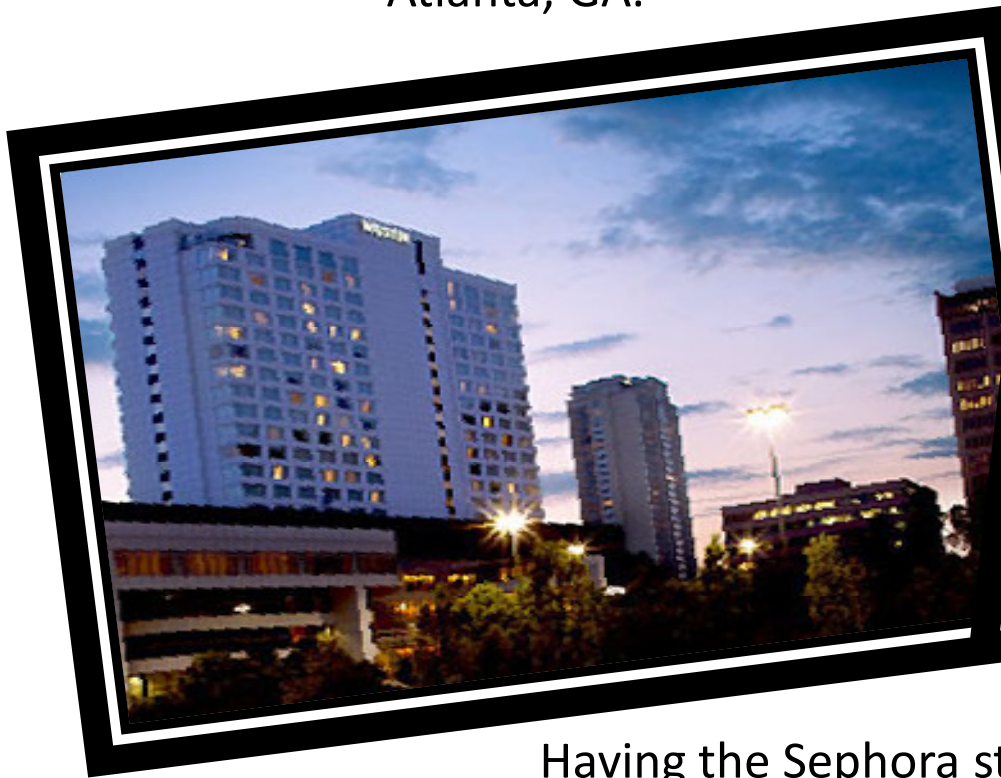
Inside of a shopping mall such as Mall of America. Located in Bloomington, Minnesota.



ANSWER

Inside of a luxury hotel such as The Westin Buckhead Hotel. Located in Atlanta, GA.

Inside of a shopping mall such as Mall of America. Located in Bloomington, Minnesota.

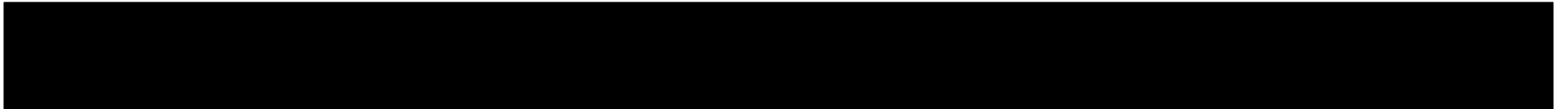
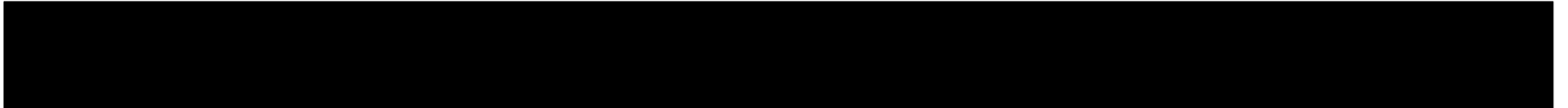


Having the Sephora store be in its own personal store in a strip mall setting. Located in Madison, Mississippi



Question 8

What types of building and interior materials are appropriate for a pop-up retail environment, and why are these materials appropriate?



ANSWER

Movable Display Counters



Small Movable Displays



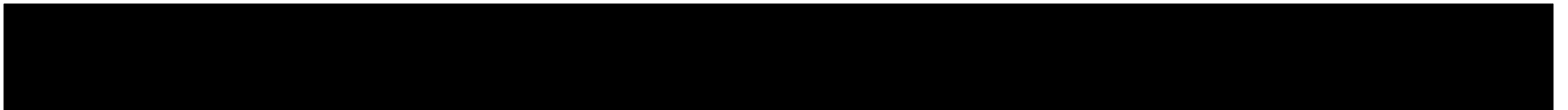
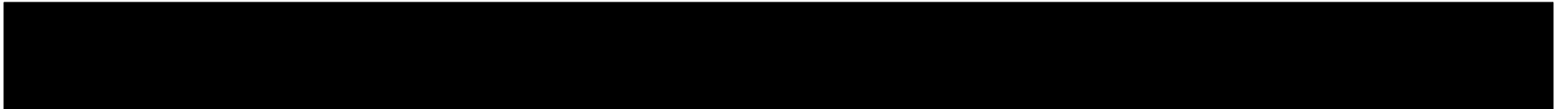
- When the pop-up store finds a new location, they will be able to have the store look like all the other stores if they use movable building materials. This way they will have all the building materials for the store without having to start from nothing. Movable materials will allow the store to “pop-up” over night.
- With the building materials being movable the store can change the interior look over night as well.

ANSWER



Question 9

Describe the Sephora brand and provide pictures of existing spaces, colors, fixtures, storefront, etc..



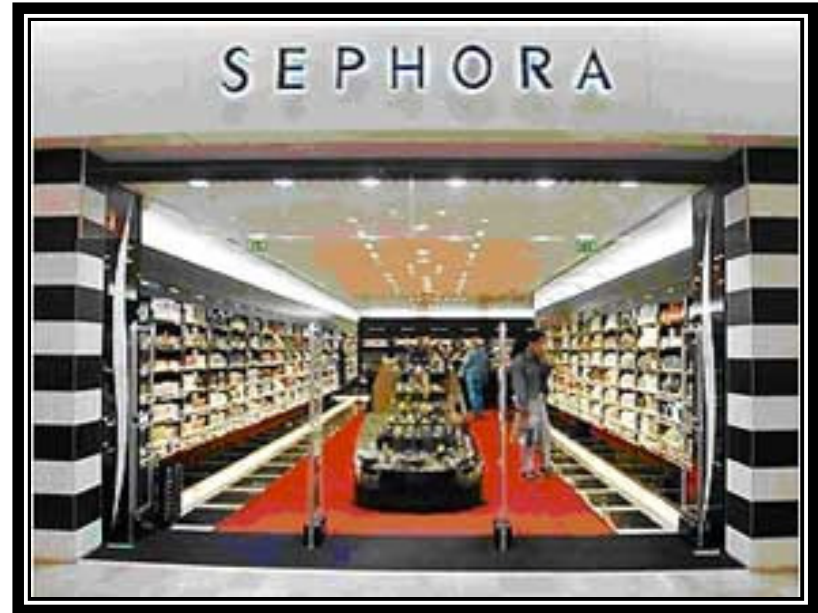
Answer

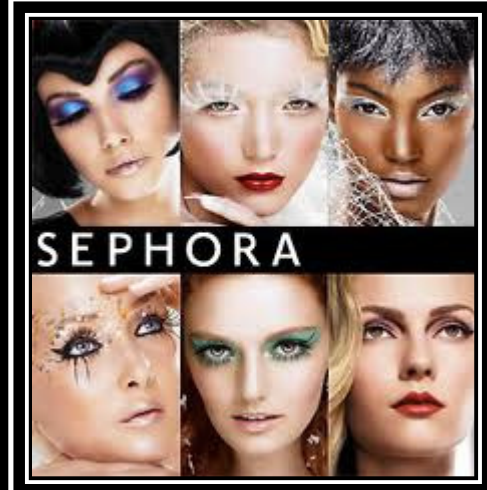
- The name moniker dates back to the very roots of beauty, borrowing from the Biblical name Zipporah (Moses wife and exceptional beauty) and Ancient Greek term for “pretty” Sephos (Think Pesephone, the gorgeous daughter of the Greek god Zeus). The two words were merged to form a name that has become synonymous with beauty Sephora.
- Founded in France in 1993 Sephora was acquired by Louis Vuitton Moet Hennessy (LVHM) in 1997 open its first store in U.S. in 1998 in New York city Soho neighborhood. Now leading beauty retailer in France and U.S. there are over 1000 stores worldwide carrying unrivaled variety of makeup, skincare, fragrances, haircare, tools, and accessories from over 200 brands.

Answer

- This profusion of pretty includes Sephora collection products launched in France in 1994 has since evolved into one of today's top lines of makeup, skincare, spa, and tools. Underscored by its experts quality, accessibility and immense color assortment. Sephora collection offers the best for beauty beginners, buffs and everyone in between.

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SU

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Question 10

What types of storage will be needed and how should storage be addressed in a pop-up concept?

Answer

- Storage for:
 - Merchandise
 - Fixtures
 - Furniture and accessories
 - Maintenance supplies
 - Paperwork and files

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Answer

- Storage in small stores are minimal. Unique and clever ways to store merchandise will minimize overflow of small storage rooms. Fixtures, furniture, and maintenance supplies are the things that need to be stored and put away. These things will also take up much of the storage space. Merchandise needs to be on the sales floor. Make-up counters will have deep long drawers all around counters where extra merchandise can be stored. Shelving in the walls can also be used for storage as well as a visual concept for the overall image of the store. Paperwork and files will be stored in the office filling cabinets and external hard drives.

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Question 11

Detail how security will be addressed in this

space from a layout approach as well as other

more traditional security methods.

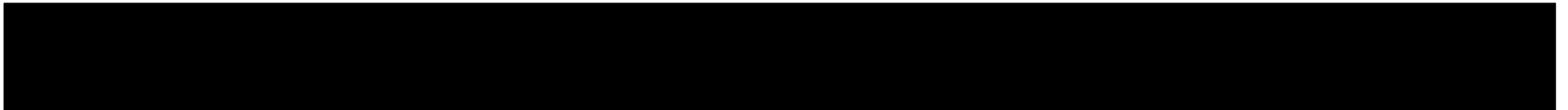
Answer

- Layout approach:
 - An effective way to maintain security is customer service. From a layout approach, security can be maintained by keeping every area of the store visual. Mirrors are a great visual as well as a security technique to help with blinded spots. Easy movement around the store can minimize problems.
- Traditional Methods:
 - Security systems and cameras are always a plus. Camera placement on the outside of a store and in every corner of the store can be beneficial. An alarm system will also help secure the space during closing hours.

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Question 12

Summarize the key codes and regulations that will affect your design solution.



Answer

- Sephora is classified as Mercantile
- Maximum Floor Area Allowances per occupant states 30 sq. ft per occupant gross
- Gross refers to building as a whole and includes all miscellaneous within the exterior walls
- Sephora occupancy load for the store is 33.34
- 1 exit is required for the occupancy load but 2 is better
- The direction of the egress door swing is out
- The maximum travel distance allowed to the exit(s) is 200 unsprinkled and 250 sprinkled

SEPHORA

Answer

- 4" is the maximum projection in egress paths
- 12" is the door clearance on the push side of a door
- 18" is the door clearance on the pull side of a door
- 36" is the minimum aisle widths
- 44" is the minimum egress corridor widths
- A or B, 1 or 2 are the finish class ratings required for exits
- A or B are the finish class ratings required for an exit access
- 1 or 2 are the finish class ratings required for other spaces
- 4 plumbing fixtures are required for the Sephora store which include: 1 toilet, 1 bathroom sink, 1 drinking fountain, 1 kitchen sink