

SAN FRANCISCO-([BUSINESS WIRE](#))-Today, Sephora is excited to announce the return of SEPHORiA: House of Beauty, the retailer's most beloved and largest beauty event of the year. Previously held as an in-person event in 2018-2019, then shifting to a global virtual event in 2021-2022, SEPHORiA will be brought to life in a hybrid format for the first time in 2023 with a live ticketed event in New York City and free global virtual experience in select markets.

This year's SEPHORiA will take place on Friday, September 29<sup>th</sup> and Saturday, September 30<sup>th</sup>, and includes new and innovative programming aimed at celebrating Sephora's beautifully diverse beauty community and showcasing its uniquely curated product assortment, taking beauty enthusiasts on a first-of-its kind journey, that's bigger and better than before. The event in New York City will take place at brand-new venue Skylight at Essex Crossing in Lower Manhattan, and the virtual experience will include an immersive, customizable 3D gaming-like platform, which will open on September 29<sup>th</sup>.

*"We are beyond thrilled to introduce the latest iteration of SEPHORiA with our first-ever hybrid experience, including an in-person event in New York City. Falling within our 25<sup>th</sup> Anniversary year in the U.S., this event marks an exciting milestone and serves as both a celebration of our past and a nod to our future, as well as a symbol of the remarkable benefits of being a cherished member of Sephora's community," said Jessica Stacey, SVP External Communications, Event & Experiential Marketing at Sephora. "While we're grateful for the return to an in-person experience, we also recognize the importance of making these events inclusive and broadly accessible to our global beauty community and will do so with free virtual components that are equally enriching. We can't wait to debut our biggest event endeavor yet and deliver on an unforgettable beauty experience in partnership with many of the world's best brands."*

With a unique, playful, and socially driven approach, SEPHORiA offers attendees the opportunity to discover the latest trends and exclusive products through hands-on experiences and interactions with many of Sephora's most-loved brands, beauty icons, and surprise guests. For the first time, visitors to the virtual platform will be able to create their own avatars to experience new social touchpoints, chat live with Sephora Beauty Advisors, and play games that allow them to earn Beauty Insider points (US and Canada clients only). Attendees can also redeem a unique free NFT, or P.O.A.P (Proof of Attendance Protocol), upon entering the space that can be added to Crypto wallets for free.

Across both experiences, attendees will have access to unique and exclusive content from more than 50 participating brands - the most robust line-up to date - including:

- Drunk Elephant
- Sol de Janeiro
- Rare Beauty by Selena Gomez
- NARS
- Yves Saint Laurent
- Patrick Ta
- Milk Makeup
- Glow Recipe
- Youth to the People
- Dr. Dennis Gross
- Summer Fridays
- Danessa Myricks
- Caudalie
- Farmacy
- Kilian Paris
- Tom Ford
- Skinfix
- Dr. Jart+
- iNNbeauty Project
- Natasha Denona
- Pat McGrath Labs
- Saie
- Tower28
- Ceremonia
- World of Chris Collins
- Dae
- Sephora Collection
- and more...

Access to the in-person SEPHORiA event in New York City will be available via two ticket tiers: Silver Key for \$99 per session and Gold Key for \$349 per session, with prices increasing to \$119 and \$369, respectively, on August 4<sup>th</sup>. All in-person attendees will receive a specially curated swag bag filled with full-sized beauty products, with associated values based on ticket tier (\$500+ for Silver and \$1,000+ for Gold). Guests joining SEPHORiA virtually will register for free, and can opt-in to purchase exclusive Virtual Key Swag for \$65 (\$300+ value) with a selection of travel-sized product from participating brands.

In addition to expanding global virtual access, Sephora will continue to make the in-person

SEPHORiA experience accessible to beauty lovers around the world, starting with an event in Paris, following the flagship event in New York City.

Registration and ticketing for SEPHORiA: House of Beauty opens on July 18<sup>th</sup> for Sephora Rouge Members and for all other clients on July 20<sup>th</sup>. To learn more about this year's event, please visit [www.sephoria2023.com](http://www.sephoria2023.com) and follow [@Sephora](https://twitter.com/Sephora) and #SEPHORiA on social for more updates.

### **About Sephora Americas**

Since its debut in North America 25 years ago, Sephora has been a leader in prestige omni-retail with the mission of creating an inviting beauty shopping experience and inspiring fearlessness in our community. With the goal of delivering unbiased shopping support and a personalized experience, Sephora invites clients to discover thousands of products from more than 360 carefully curated brands, explore online and through our mobile app, enjoy services at the Beauty Studio and engage with expertly trained Beauty Advisors in more than 600 stores across the Americas. And with its new long-term retail strategic partnership, clients can now shop Sephora at Kohl's, a fully immersive, premium beauty destination, with over 600 locations nationwide and 850 locations by 2023. Clients can access the free-to-join Beauty Insider program and digital community, which together enhance the experience of Sephora's passionate clients.

Sephora has been an industry-leading champion of diversity, inclusivity, and empowerment, guided by our longstanding company values. In 2019, Sephora announced a new tagline and manifesto, "We Belong to Something Beautiful," to reinforce its dedication to fostering belonging amongst all clients and employees and to publicly strive for a more inclusive vision for retail in the Americas. Sephora continues to give back to our communities and advance inclusion in our industry through its social impact and equity programming, called the Sephora D&I Heart Journey.

For more information, visit: <https://www.sephora.com/about-us> and @Sephora on social media. For media inquiries, previous press releases, view media kit, and more, please visit our [Sephora Newsroom](#) or email [ExternalComms@Sephora.com](mailto:ExternalComms@Sephora.com).

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