

SEPHORA ACCELERATE

Jessica Beckman, Chantelle Hicks, Jazzmin Martinez, Sarah Thaman



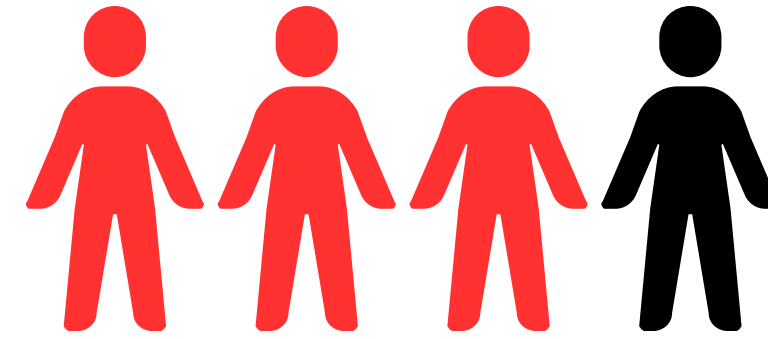
Research

Only 7.4% of beauty companies are led by women. (Statista, 2023)

Black brands make up only 2.5 percent of revenue in the beauty industry. Yet, Black consumers are responsible for 11.1 percent of total beauty spending. (Elle Beauty, 2022)

BIPOC brands in the beauty industry raise a median of \$13 million in venture capital, substantially less than the \$20 million that non-Black brands raised. (Vogue Business, 2023)

Research



3 in 4 shoppers feel marketing is failing to showcase diversity. (Sephora Diversity Study, 2022)

33% of the beauty market talks about diversity but only 11% reflect a diverse range of skin tones in retail. (New York Times, 2021)

“Younger generations are more likely to tie a brand or company’s real-world impact on society to their shopping decisions.” (Forbes, 2022)



Cultural Spark

Beauty enthusiasts are
bombaraded in the media with
every brand claiming diversity.
They are now looking for brands
that back this up.

Brand Truth

Sephora is rooted in
offering more
representative product
selection and marketing.

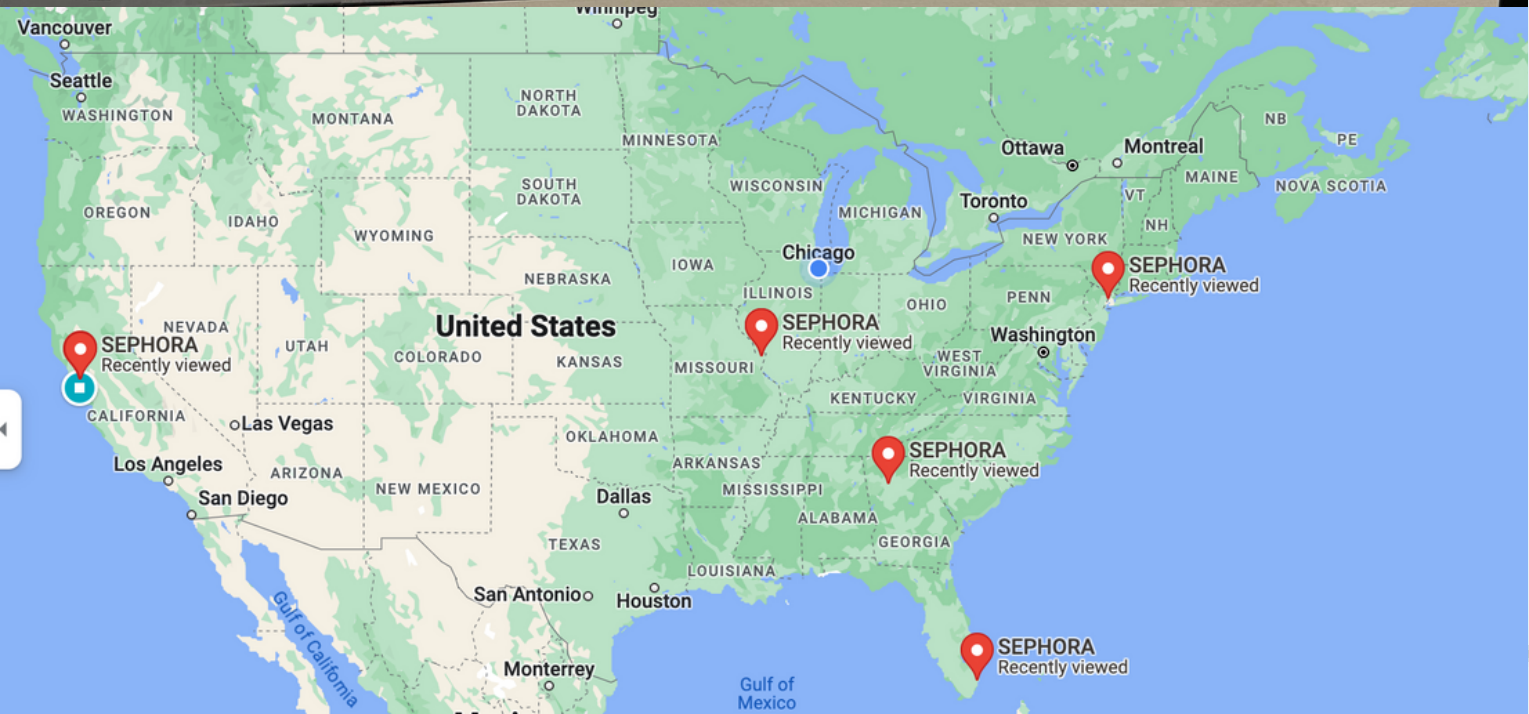
Human Truth

BIPOC consumers want
to see themselves in
every aspect of the
beauty industry.

Empty Shelves, Amplified Voices

Empty Shelves

1.13.2024



SEPHORA

**SUPPORT
SEPHORA ACCELERATE
LET'S CLOSE THE GAP**

EMPTY SHELVES, AMPLIFIED VOICES

SEPHORA

**15% ISN'T
ENOUGH.
WE HAVE
WORK TO
DO.**

EMPTY SHELVES, AMPLIFIED VOICES

SEPHORA

**“A HUGE BARRIER TO
ENTRY FOR US [BIPOC]
IS ACCESS TO THE
CAPITAL NEEDED TO
INVEST IN PUBLIC
RELATIONS,
MARKETING, SALES
REPS, AND BRANDING”
- TAMI BLAKE**

EMPTY SHELVES, AMPLIFIED VOICES

SEPHORA

DO YOU SEE THE ISSUE

EMPTY SHELVES, AMPLIFIED VOICES



Touchpoints

February 12th
Highlight of all Black
owned products on
Sephora's instagram.

April 1st
Each week we will have
“Day in the life” of accelerate
program attendees take over
sephora's instagram



Amplified Voices on my Block



Paid

Invest in paid advertising on social media platforms

Paid publishing of thought leadership articles

Earned

Generate press release coverage in news outlets throughout the U.S.
Local + National

Invite influencers to attend the events and take part in the conversation.

Shared

Organic social reviews on Instagram and TikTok

Posts shared through #emptyshelves, amplified voices

Owned

Utilize the Sephora Instagram account

Create blog post on Accelerate website

‘A Day in the Life’

POPSUGAR

BuzzFeed

Miami Herald

ST. LOUIS POST-DISPATCH

Black beauty & hair.com

Harper's BAZAAR

Beauty Secrets

VOGUE

USA TODAY

The New York Times

From emptying shelves to amplifying voices the Sephora Accelerate program extends beyond the 15% Pledge.

ELLE FASHION BEAUTY CULTURE LIFE & LOVE HOROSCOPES

Empty shelves, for amplified voices.

Sephora Beauty cleared shelves in 5 locations this January 13 to highlight the necessity for increased representation of BIPOC-created businesses products on retail shelves.

BY KEVIN LEBLANC

Boston Herald

Sephora amplified the block with a BIPOC beauty celebration.

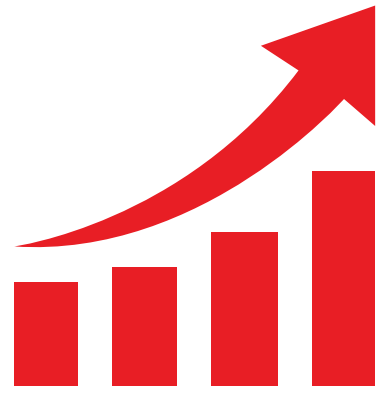
GLOSSY

Seaspire Skincare founder Camille Martin: “BIPOC owned businesses deserve the same support, Sephora Accelerate provided this for me.”



Engagement

- Tracked through likes, comments, shares and replies on Sephora's social media channels.



Sales

- Tracking % of sales through each participant's brand as well as overall BIPOC-owned brands in Sephora.



Media Coverage

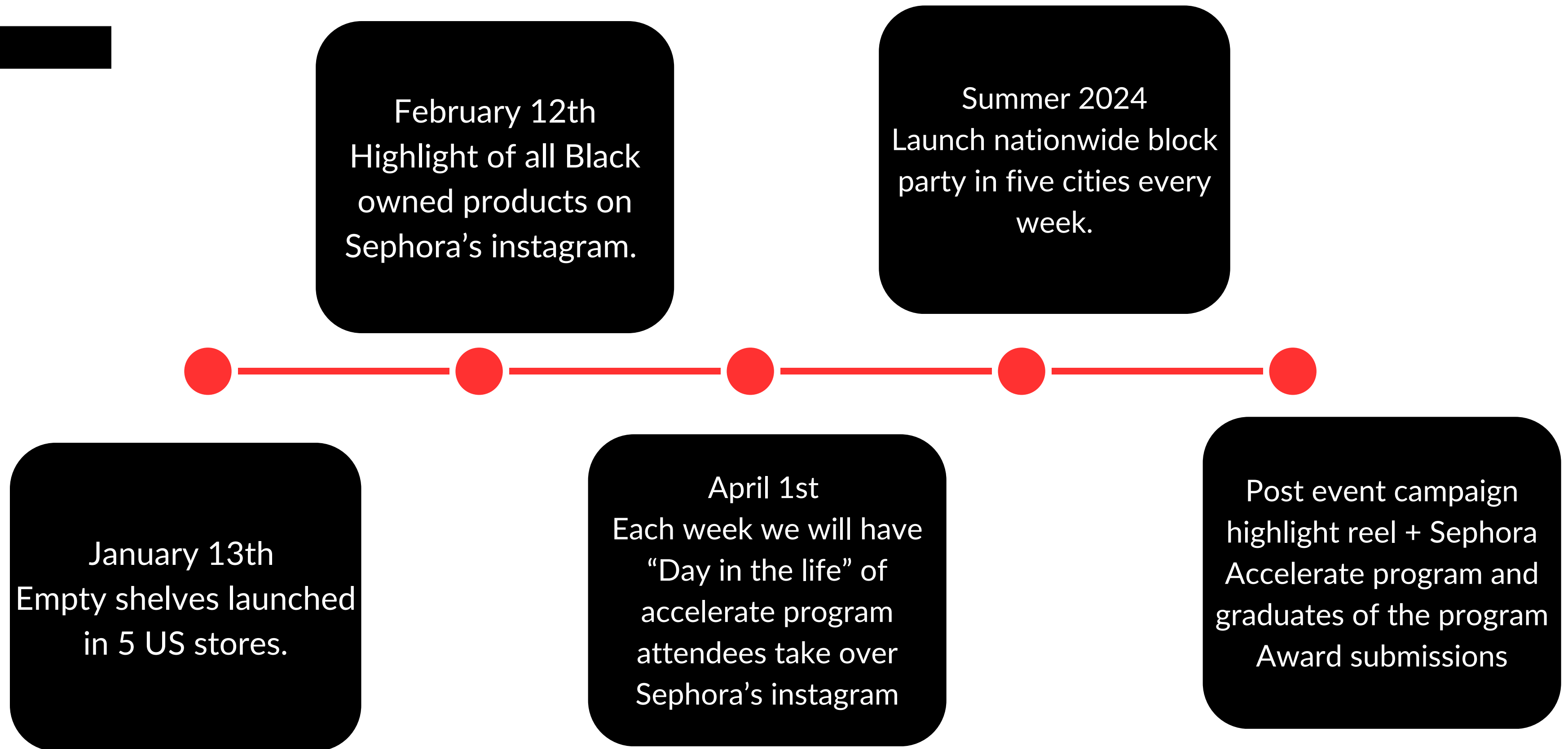
- Generate regular reports summarizing your media coverage, including key metrics, sentiment analysis, and notable mentions.
- Share these reports with stakeholders.



Award Submissions

- **Catalyst Award:** A prestige award that honors organizations committed to inclusion, diversity, and equality.
- **Global Digital PR Award:** Honors public relations activities that drive search visibility, traffic to websites, and raise brand awareness.
- **Essence Best in Black Beauty Awards:** This award submission would be for the graduates of the program. The award highlights and honors new and established black beauty brands. This award spans across hair, makeup, and fragrance.

Timeline



**Exposing Roadblocks + Togetherness =
Empty Shelves, Amplified Voices**