



SEPHORA STANDS  
Accelerate

**MORE THAN A MONTH  
CAMPAIGN**





**\$2.6**

billion dollars



**11.1%**

of Total Beauty  
Spending



**58%**

of Black  
Consumers



**2.5%**

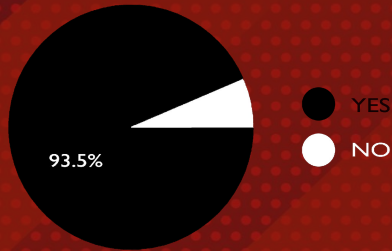
of Revenue

# DATA DOESN'T LIE

---

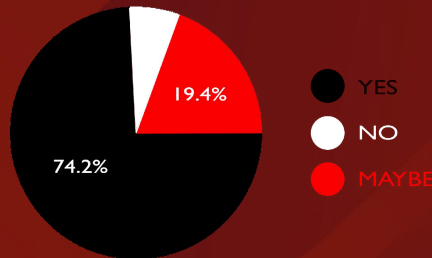
Do you know about  
Sephora's Beauty  
Accelerate Program?

---



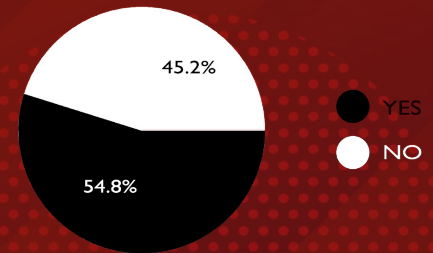
If you learned Sephora  
invested in minority business  
owners, would you shop  
there more frequently?

---



Would you believe Sephora's  
launch to increase minority  
presence in their stores during  
Black History Month is authentic?

---





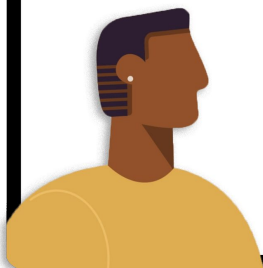
I feel it's something they should  
always be doing and showcasing,  
**not just one month a year.**



Why only  
during Black  
History Month?



Support minority  
businesses all year  
round not just  
during  
cultural  
months



I feel that it should **not just be**  
**28 days** out of the year that my  
skin is celebrated.





**WWD**  
WOMEN'S WEAR DAILY

## Essence Panel Explores Beauty Purchasing

African-American women are vibrant shoppers of prestige beauty brands, but their biggest challenge is finding products that are effective.

**WASHINGTONIAN**

## This Black-Owned Dupont Circle Beauty Store Is Calling Out Sephora for Its Lack of Diversity

"We need more than just a pretty flier [or] imagery in your timeline. We really want to see what you're going to do as it pertains to black lives, black businesses, black women consumers."

## McKinsey & Company

### Black Representation in the Beauty Community

Black beauty consumers and brands face deep challenges when it comes to equity. Removing those barriers can lead to greater opportunity for everyone in the industry.

hereisgina 2h

beauty supply store owner seeing  
a black person walk in

why there's a lack of BLACK owned beauty supply stores...

amandabb  
242K subscribers

Subscribe

3.4K



Share

# Campaign Tir

NOVEMBER 2023

| Sun | Mon | Tue | Wed                                   | Thu | Fri | Sat |
|-----|-----|-----|---------------------------------------|-----|-----|-----|
|     |     |     | 1                                     | 2   | 3   | 4   |
| 5   | 6   | 7   | 8                                     | 9   | 10  | 11  |
| 12  | 13  | 14  | 15<br>ONLY SCHEDULE<br>RELEVANT POSTS | 16  | 17  | 18  |
| 19  | 20  | 21  | 22                                    | 23  | 24  | 25  |
| 26  | 27  | 28  | 29                                    | 30  | 31  |     |

MAY 2024

| Sun | Mon | Tue | Wed | Thu | Fri | Sat                             |
|-----|-----|-----|-----|-----|-----|---------------------------------|
|     |     |     | 1   | 2   | 3   | 4<br>HOLIDAY & SCHEDULE<br>ONLY |
| 5   | 6   | 7   | 8   | 9   | 10  | 11                              |
| 12  | 13  | 14  | 15  | 16  | 17  | 18                              |
| 19  | 20  | 21  | 22  | 23  | 24  | 25                              |
| 26  | 27  | 28  | 29  | 30  | 31  |                                 |

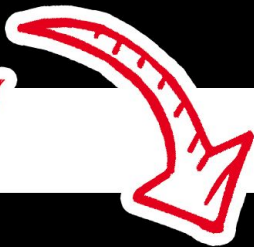
MARCH 2024

| Sun                                  | Mon                                  | Tue                                  | Wed                                  | Thu                                  | Fri                                   | Sat                                   |
|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|---------------------------------------|---------------------------------------|
|                                      |                                      |                                      | 1<br>LAUNCH<br>DAY!                  | 2<br>ACCELERATE<br>BRAND FEATURED    | 3<br>ACCELERATE<br>BRAND FEATURED     | 4<br>ACCELERATE<br>BRAND FEATURED     |
| 5<br>ACCELERATE<br>BRAND<br>FEATURED | 6<br>ACCELERATE<br>BRAND<br>FEATURED | 7<br>ACCELERATE<br>BRAND<br>FEATURED | 8<br>ACCELERATE<br>BRAND<br>FEATURED | 9<br>ACCELERATE<br>BRAND<br>FEATURED | 10<br>ACCELERATE<br>BRAND<br>FEATURED | 11<br>ACCELERATE<br>BRAND<br>FEATURED |
| 12<br>ACCELERATE                     | 13<br>ACCELERATE                     | 14<br>ACCELERATE                     | 15<br>ACCELERATE                     | 16<br>ACCELERATE                     | 17<br>ACCELERATE                      | 18<br>ACCELERATE                      |

MARCH 2024

| SUN                      | MON                      | TUE                      | WED                      | THU                              | FRI                              | SAT                              |
|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------------|----------------------------------|----------------------------------|
|                          |                          |                          | 1<br>LAUNCH<br>DAY       | 2<br>ACCELERATE<br>BRAND<br>POST | 3<br>ACCELERATE<br>BRAND<br>POST | 4<br>ACCELERATE<br>BRAND<br>POST |
| 5<br>ACCELERATE<br>BRAND | 6<br>ACCELERATE<br>BRAND | 7<br>ACCELERATE<br>BRAND | 8<br>ACCELERATE<br>BRAND | 9<br>ACCELERATE<br>BRAND         | 10<br>ACCELERATE<br>BRAND        | 11<br>ACCELERATE<br>BRAND        |

SCAN FOR AN  
INSIDE LOOK AT  
SEPHORA'S  
NEWEST  
CONVENTION



SEPHORA STANDS  
Accelerate



<https://iris-parrot-fnp7.square.com/>  
<https://iris-parrot-fnp7.square.com/>

# Blackout Website - March 1st

This website is to give space to black beauty in the industry and show that there is a lack of representation in the beauty industry for black brands.

The accelerate program through Sephora is a great start and the website will drive this message further.

Through research conducted we found that launching in February would come off as performative and not genuine to 45.2% surveyed when asked about this topic. Leading us to choose March and to continue the conversation past the 28 days in February that brands typically promote these issues.

This website is to present data, call attention on a problem facing the beauty industry, and to introduce our Sephoria Accelerate convention.



# ACCELERATE BRANDS LIST

## THE RESEARCH

# INFLUENCER LIST





Thamarr  
Guerrier

Sean  
Garrette

Rochelle  
Johnson

Iris  
Boil

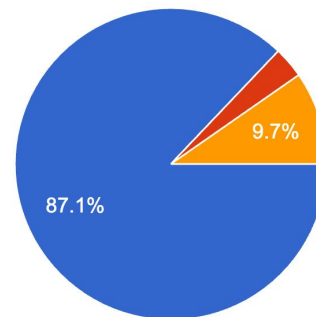
Alissa  
May

Jackie  
Aina



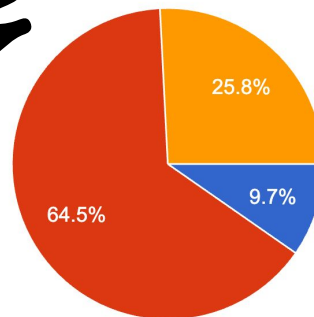
#ACCEPT

What is your ethnicity/race?

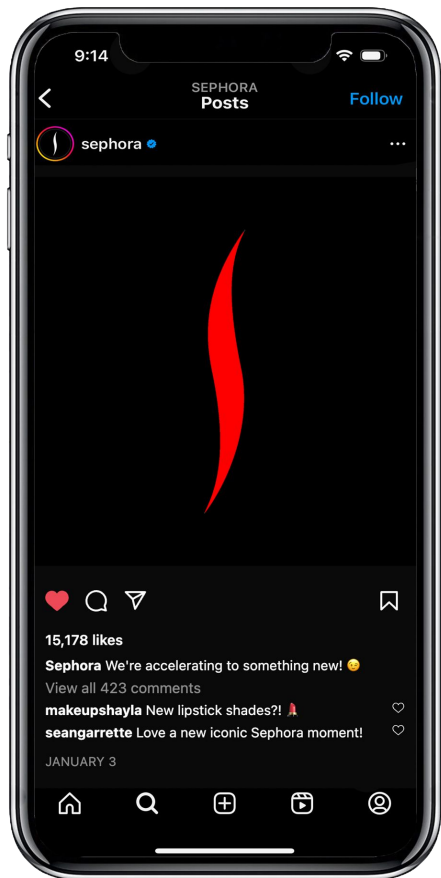


- Black
- Hispanic
- White
- Other

In the last 6 months, how often did you shop at Sephora?

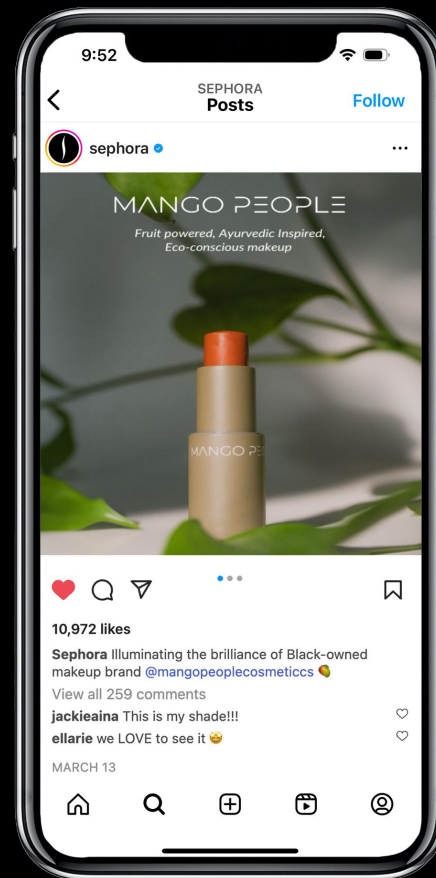


- 0 TIMES
- 1-2 TIMES
- 3-6 TIMES
- 7 OR MORE



An example of the featured brand during the month of March.

The first teaser that Sephora will be announcing something.





# Paid media

- Social Media Advertising

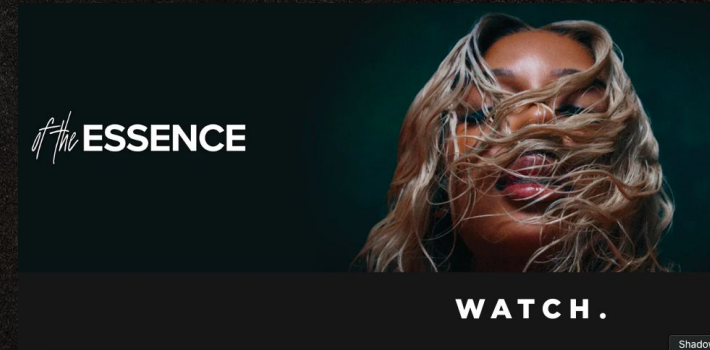


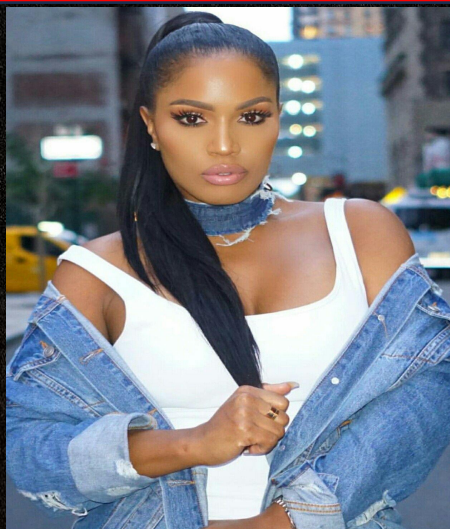
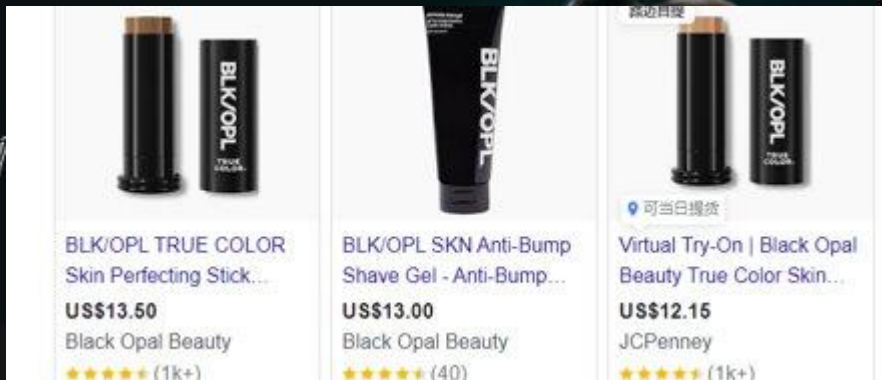
Sponsored Content on Beauty Platforms

- Black Opal Beauty

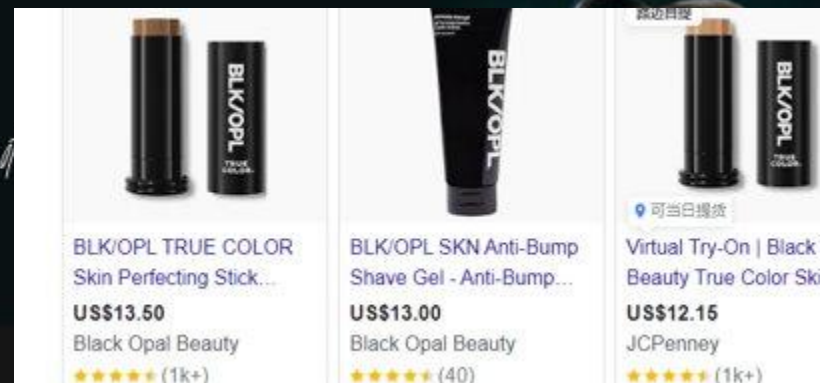
# Earned Media

- **Press Release:** Distribute the release to key beauty and business media outlets.
- Ask Accelerate Participants for reviews or comments and share those comments on Sephora Accelerate website
- Beauty Magazines:





- Shayla
- IG: mak
- net wor
- A maste





# Owned Media

Sephora Blog and Website:

- showcasing the Accelerate program
- Profile of the founder
- Behind the scene content
- Update on participants' stories, success, products, etc

Sephora's Website: Feature detailed information about the Accelerate program, the participating brands, and the application process



# Why black beauty brands opportunity available for retailers

- The current and cultural context that exist today is the BIPOC isn't recognized in the beauty industry. We see that there are many ethnic groups that have been ignored or underrepresented in the beauty industry but from our gut and intuition we believe one group that historically have been ignored and misrepresented is black people.
- One hypothesis came from personal testimony from our team.
- We discovered that this is why diversity and representation matters.
- Therefore, we combined personal testimony with a hypothesis that Sephora Beauty Accelerate program isn't known world-wide or advertised. In addition, although BIPOC isn't recognized in the beauty industry as whole based on our data, the beauty industry is still failing mostly black women.
- Approximately 58% of Black adults view supporting Black businesses as an effective strategy for advancing equality in the United States, according to Pew Research Center. Despite a notable increase in Black-owned businesses, they still constitute a small
- Black Americans, with a spending power of \$6.6 billion in beauty in 2021

However: - Black brands account for only 2.5% of the beauty industry's revenue, despite Black consumers contributing 11.1% of total beauty spending.

2. Black consumers are three times more likely to be dissatisfied with their options for hair care, skin care, and makeup compared to non-Black consumers.
3. Black consumers prefer Black beauty brands and believe in their efficacy, but only 4 to 7% of beauty brands carried by various stores are Black brands.
4. Representation in the beauty industry is lacking, with only 4 to 5% of all employees, from entry-level to the C-suite, being Black.
5. Black beauty brands secure less venture capital, with a median of \$13 million, compared to non-Black brands' \$20 million. However, Black brands' median revenue is 89 times higher than non-Black brands

# Black OPL Beauty

1. Product range: large amount of makeup and skin care products, including foundation, lipsticks and eyeshadows.
2. Shared same values and inclusivity- Black Opal Beauty was founded in 1994 by a group of individuals passionate about addressing the beauty of Black and Brown communities. It is also known for its dedication to inclusivity, providing a diverse array of product shades to cater to a broad spectrum of skin tones, with a particular focus on individuals with darker complexions.
3. Same targeted audiences
4. Product quality :Brand is known for Creating excellent products with vibrant colors and formulas that meet the specific needs of darker skin tones.

# Essence

1. Craft a pitch that highlights what makes Sephora's Accelerate program special—its focus on diversity, innovation, and the success stories of beauty founders. Showcase how the program aligns with Essence's commitment to celebrating Black beauty and promoting positive stories in the beauty industry.
2. Success Stories: Share success stories of previous Accelerate program participants, emphasizing their journey, achievements, and contributions to the beauty industry.
3. Provide Essence with exclusive interviews featuring important figures from Sephora, such as program organizers, mentors, and Accelerate founders. This offers unique content and valuable insights for the
4. Why Essebce: Essence is well-known for celebrating Black beauty and has a loyal audience interested in diverse and inclusive beauty stories. Teaming up with Essence matches Sephora's dedication to inclusivity and offers a chance to connect with an enthusiastic audience.