

Sephora opens second 'store of the future' in Shanghai

What is it?

Sephora's latest concept store boasts AI-generated makeup recommendations, skincare analysis and RFID sensors that quickly educate consumers on products, enabling them to access reviews.

The store also houses a Beauty Live studio to host exclusive beauty events and masterclasses.

Why does it matter?

Retailers are blending the best in technology to offer consumers hyper-personalised experiences.

Strategic implications:

Investment in technology remains a must for retailers to advance their store concepts and give consumers a reason to visit stores.

STEPIC drivers/winning strategies:

- Invest for success
- Elevated brand experience



SEPHORA

"The store of the future in Shanghai showcases our obsession for experiential retail, where consumers get to enjoy a curated and on-trend beauty offer, tailored and personalised services and classes, as well as digital touchpoints used to unlock consumer journeys within the store."

Alia Gogi
President Asia, Sephora

