

Sephora to Sell Its Beauty Brands with Zappos

4.7.2023 | FIRM NEWS

BFKN Press Release

Sephora will begin selling its beauty products on Zappos.com. The partnership will allow Sephora to expand its reach by tapping into the Zappos customer base, as well as benefit from the company's e-commerce and customer service expertise.

In a webinar with brand partners seen by The Business of Fashion, Sephora outlined how Zappos will add another major retailer to the company's US distribution network while marking the footwear seller's biggest move into beauty to date.

"Our mission at Sephora continues to center around welcoming more people into the prestige beauty community; this includes finding innovative ways to expand access and discovery," the webinar read in part. In a statement, Sephora did not provide further details on the announcement, but said, "we look forward to sharing more about the partnership in the coming months."

BFKN served as lead counsel to Sephora. The team was led by **Kait E. Kelly** with assistance from **Daniel L. Dominguez**.

To read more about this deal, visit:

- <https://www.businessoffashion.com/articles/beauty/sephora-zappos/>
- <https://www.retailtouchpoints.com/topics/inventory-merchandising/bof-sephora-to-continue-its-retail-expansion-in-an-unexpected-place-zappos>

PROFESSIONALS

Daniel L. Dominguez

Kait E. Kelly

PRACTICE AREAS

Luxury

INDUSTRIES

Luxury