

## GET 'GOREGEOUS' WITH SEPHORA'S FIFTH STORE IN MUMBAI!

*The world's leading beauty retailer opens its doors in Oberoi Mall, Goregaon*

**Mumbai, July 21<sup>st</sup> 2018:** Makeup lovers can now get their hands on cutting edge beauty products from one more destination in Mumbai! Sephora opened its doors at **Oberoi Mall, Goregaon today**. Spread across 3,130 square-feet, the store is located on the ground level of one of the city's buzzing retail hubs in the suburbs. With presence in cities such as New Delhi, Noida, Gurgaon, Mumbai, Kolkata, Chennai, Chandigarh, Bangalore and Pune, this would be Sephora's 17<sup>th</sup> store in the country.

To create a celebratory mood and excitement for the shoppers, foot tapping dance performances with a countdown took place outside the store. Miss India World 2018 winner **Anukreethy Vas** along with first runner up **Meenakshi Chaudhary** and second runner up **Shreya Rao Kamavarapu** attended the launch and conducted a walkthrough of the store along with **Mr. Vivek Bali, Chief Operating Officer – Sephora India at Arvind Beauty Brands**. Along with Mr. Bali, the beauty queens felicitated the winners of the '**Are you the Sephora Mumbai Girl' Contest** held on social media.

Like all the other Sephora stores in the city, this store too carries the retailer's popular in-house and exclusive range across make-up, skin-care, fragrances, bath and body categories as well as beauty accessories. The collections include well-known names in beauty such as **Sephora Collection, Benefit, Makeup Forever, Cover FX, Becca, Stila, Smash Box, Glam Glow, Boscia, Burt's Bees etc.** In addition to these product ranges, beauty enthusiasts are also able to shop luxe brands such as Dior, Estee Lauder, Clinique, Tom Ford Private blend, Clarins, Givenchy, Shiseido, Forest Essentials and Elizabeth Arden, making Sephora the one stop destination for all things beauty. **Australian makeup brand, Klara Cosmetics with its 100% colour pigment range launched its collection at the store. Collections from Jo Malone and Olive will be unveiled shortly at the new store.** For the discerning man, the store carries a wide range of men's grooming products.

The store houses the newest edition of the **Beauty Studio**, where shoppers are offered Mini Flash Make overs and personalized consultations from Sephora's beauty advisors. At the beauty studio, shoppers can learn to create key makeup looks from Sephora such as Night Smokey, Diamond Lips, Perfect Brows, Dewy Foundation, Frozen Eye Shadow and Golden Frame Smoky Eyes. They can also learn the techniques for 4K contouring and how to achieve the perfect eyeliner.

In line with its brand ethos, the store is brightly lit with vibrant colours creating a lively atmosphere for its shoppers. The various categories of products have been divided into convenient sections enabling shoppers to pick their favourites with ease.

Sephora's latest animation, *Oh! My Doll* is on display at the store. The Oh! My Doll look is an amalgamation of products to draw Graphic eyes, Baby cheeks and Shiny lips – in short, it's the look for anyone who is ready to bask in the limelight.

Commenting on the occasion, **Mr. Vivek Bali, Chief Operating Officer – Sephora India at Arvind Beauty Brands** said, "We are delighted to open our fifth store in Mumbai at one of the most prominent locations in the city in partnership with the Oberoi Mall. Through this launch we aim to deepen our footprint in the city and make beauty products accessible to a wider target audience. We are hoping to provide our customers in Goregaon with a wonderful shopping experience and meet their beauty needs."

#### **About Sephora:**

Sephora has transformed the customer experience into an exclusive opportunity to indulge in beauty, fostering strong relationships with its brand and products. Sephora ethos remains unchanged: to present a leading beauty selection and always be on the lookout for what's new. Offering to beauty fans, more than 200 selective and exclusive brands plus Sephora's range, the enterprising retailer is never short of surprising new ideas. Its unexpected concepts and non-conformist attitude are also evident both in its boutiques around the world and on its website, which together make Sephora an unparalleled international beauty leader.

Sephora's journey in India has been nothing short of excitement. Sephora (owned by LVMH Moët Hennessy Louis Vuitton) strengthened the India business through a partnership with Arvind Limited in 2015 and now has a presence across the country with the famous 16 Sephora stores and they launched Sephora online at [www.sephora.nnnow.com](http://www.sephora.nnnow.com) in 2017.

#### **About Arvind Lifestyle Brands Limited:**

Arvind Lifestyle Brands Limited is a subsidiary of Arvind Ltd which is India's largest integrated textile player and is one of the oldest and most respected groups in the Textile Business in India. Arvind is also one of the largest producers of denim fabrics and is supplier to a large number of fashion brands in the world. Arvind has been a pioneer in bringing international brands to India and first brought ARROW to India in the year 1993. Arvind has licensing relationships with many international brands including GAP, TCP, Gant, Nautica, Aeropostale, Arrow, Izod, US Polo Association, Elle, Ed Hardy, Hanes, Cherokee and Geoffrey Beene. Arvind also has a portfolio of 12 of its own brands. Arvind has a JV with PVH Corp. for the Tommy Hilfiger and Calvin Klein businesses in India. It also runs the value retail chain, Megamart which has recently been re-branded as Unlimited in India.