

NATIONAL named as public relations agency for Sephora Canada

Toronto, December 27th, 2016 – NATIONAL Public Relations has been appointed by Sephora Canada, the leading prestige beauty retailer, as their PR agency of record for English and French Canada.

NATIONAL will continue to support Sephora’s goal of *teaching and inspiring Canadian’s to play in a world of beauty* through collaborating with the media and influencer communities across the country. The agency’s scope of work will also include focus on communication strategies and product communications.

“We are honoured to be on the Sephora team,” says Shannon Davidson, Vice President, Practice Lead Marketing, NATIONAL Public Relations. “We share their dedication to engaging Canadians with creative and inspiring ideas and great service, and look forward to continuing to build connections between their brand and their clients.”

About Sephora

Sephora is a leader in global prestige retail, teaching and inspiring clients to play in a world of beauty. Sephora has earned its reputation with its expertise, innovation, and entrepreneurial spirit, and has been a pioneer in an unbiased approach to experiential retail since its debut in Paris in the early 1970’s. A year after its acquisition by luxury group LVMH Moët Hennessy Louis Vuitton in 1997, Sephora expanded to North America with a revolutionary store model that broke the beauty experience mold, and continues to evolve today. Now with more than 430 stores in the Americas—including US, Canada, Mexico, and Brazil—plus nearly 600 inside JCPenney, Sephora has become a leading international beauty destination with over 2,300 locations in 33 countries, plus an award-winning website, and intuitive mobile apps. At Sephora, whether beauty is an obsession or part of a routine, clients have the opportunity to play with 14,000 products from 200 carefully curated brands, featuring indie darlings, emerging favorites, trusted classics, and Sephora’s own, SEPHORA COLLECTION. In store, the client can access personalized recommendations at the Beauty Studio through interactive technology like the IQ systems, and garner a new look with makeovers, complimentary classes, hands-on events, and one-on-one consultations, all assisted by Sephora’s expertly trained beauty advisors who offer unbiased advice on every brand, in every beauty category. Online clients interact with an inclusive beauty community on the award-winning Beauty Board, interactive Beauty Talk, and through social media @Sephora. On their mobile device, clients can get inspired to try new looks through groundbreaking digital innovations, like Sephora Virtual Artist, and access one-of-a-kind, mobile-first experiences, like The Beauty Uncomplicator and Swipe It Shop It. And Sephora Beauty Insider clients feed their beauty addiction with unique rewards and customized on-of-a-kind experiences. Sephora offers endless ways to explore beauty. With Sephora Stands, Sephora’s multi-pronged social impact program, the retailer continues to support its community and its people via Sephora Accelerate, Classes for Confidence and Sephora Stands Together. For the latest, visit [Sephora.com](https://www.sephora.com)

About NATIONAL Public Relations

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications solutions that move people in thought and actions. For 40 years, NATIONAL has been at the center of issues and industries that matter, leading change for today and tomorrow. NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. The NATIONAL network also includes NATIONAL Equicom, the industry's foremost investor relations and financial services communications practice; healthcare specialists AXON Communications, with offices in New York, Toronto, London and Copenhagen; Madano, a strategic communications consultancy based in London; and SHIFT Communications, an integrated communications agency with offices in Boston, San Francisco, New York and Austin. NATIONAL Public Relations is part of RES PUBLICA Consulting Group, and is affiliated internationally with public relations firm Burson-Marsteller, a WPP company. For more information about NATIONAL, please visit our [website](#) or you can follow us on [Twitter](#).

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