

Sephora Acquires Scentsa

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Sephora Americas has acquired Scentsa—state-of-the-art interactive digital technology designed to enhance the beauty shopping experience in-store—from Crescent House Publishing, a multimedia company serving the retail industry that's based in Carlsbad, California.

The acquisition, which builds on a nearly five-year, exclusive partnership between Sephora and Scentsa, includes Scentsa's custom software and intellectual property rights—making the technology platform proprietary to Sephora. Scentsa will continue to be led by its current team, who will join Sephora in its San Francisco office. Terms of the transaction weren't disclosed.

“Our clients love the opportunity we offer them to combine the intelligence of product data, an easy-to-use technology and the help of our sales associates to solve the age-old problem of finding the perfect product to match their own needs and desires,” says Julie Bornstein, Sephora chief marketing and digital officer. “Having worked with Scentsa technology for the past five years, we know firsthand that Scentsa has revolutionized the way our clients think about finding a fragrance—and now skin care. We are thrilled that Scentsa and its very talented team will now officially be part of Sephora.”

Bornstein adds, “The enormous success we have had with Scentsa since its earliest days in our stores was a catalyst for the work we have done to use technology to fuel our in-store experience and become a multichannel, digital leader. Our clients are not only smart and beautiful, they are tech-savvy and we are committed to offering them a distinctive experience now and into the future.”

In 2008, Sephora introduced the innovative Scentsa Fragrance Finder in select stores to enable clients to easily find detailed information with the tap of a finger on the latest fragrances, discover new fragrances, view images, run videos or find thousands of reviews on time-honored favorite scents from around the world. It was an immediate hit with customers, and it can be found today in all of Sephora's 330 freestanding stores.

Building on that success, just last month Sephora rolled out SkincareIQ, which leverages the Scentsa technology platform. Skincare IQ allows consumers to match their personal skincare needs to thousands of skincare products, and offers a comprehensive facial skincare product library that's designed to address a wide range of skincare concerns. The interactive, wall-mounted technology is in all freestanding Sephora stores. Along with the Scentsa Fragrance Finder, SkincareIQ marks a major pillar in Sephora's unique and exciting in-store technology offerings.

The newest in-store technology innovation at Sephora is ColorIQ—an advanced foundation-matching solution that enables Sephora beauty experts to determine which products are a precise match for each skin tone.

Jason Patz, Scentsa CEO, states, “We are delighted to join Sephora. Over the course of our very successful partnership we have been continuously impressed by Sephora's ability to combine an unparalleled selection of brands and products with cutting-edge technology to deliver a unique and exceptional customer experience. We are proud to help Sephora continue to transform the beauty landscape.”