Caseism.com
Naval Station Anchorage
How is started

Sephora's History

Caseism.com

- 1969 Established in France as a single perfume shop
- 1979 expanded to several stores with brand "assisted self-service"
- 1993-1997 54 perfume stores, acquired by LVMH with $262 million
U.S. Expansion

Sephora's History

Caseism.com

- 1998 first store in NYC, expanded to cosmetic
- 1999 had difficulty with estee lauder (44% prestige beauty market)
- Over the years, L'Oreal and Lauder become bigger supporters