



SEPHORA ACCELERATE

MEET THE CLASS OF 2022

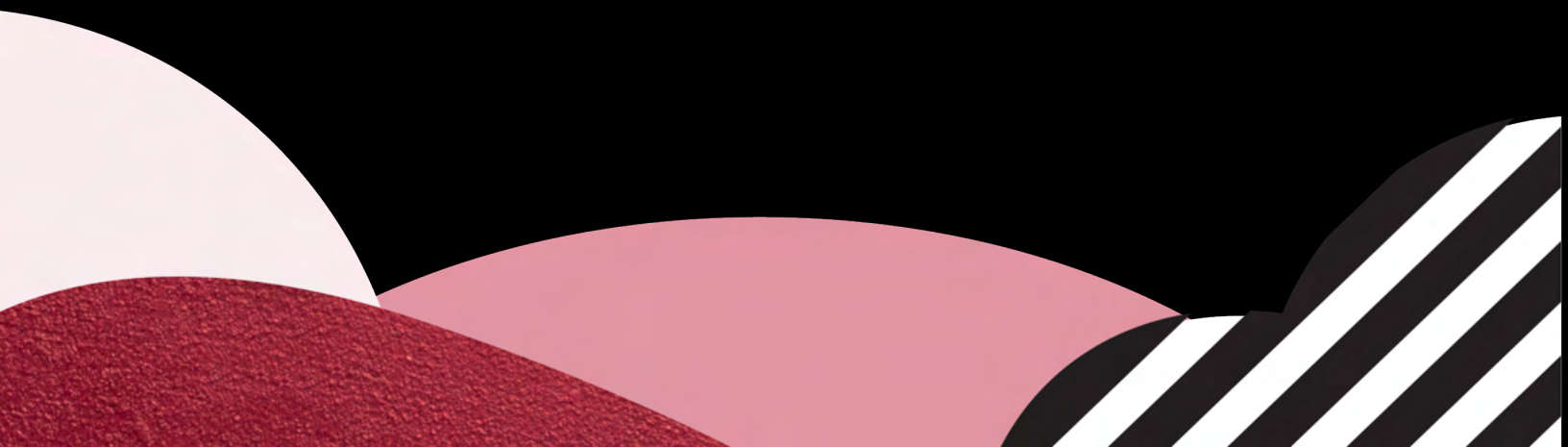


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SVP Merchandising, Skincare
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A Message from Priya Venkatesh, Sephora's SVP of Merchandising, Skincare & Hair:

At Sephora, we have long been focused on making the world of beauty more inclusive to all, and we believe that the elevation of diverse voices and perspectives within the beauty industry is a key part of this endeavor. When we first founded the Sephora Accelerate program back in 2016, it was our aim to do just that for women-founded brands, ultimately helping to cultivate a community of inspirational, innovative female beauty founders.

In 2021, as we doubled down on our commitment to equity across all parts of the Sephora business, we revamped the Accelerate program to focus on brand founders of color, providing a pathway for these brands to become visible, viable, stable, and financially solvent. Since its start, a total of 58 brands have taken part in this brand incubator program, with many subsequently launching at Sephora.

With that, we are thrilled to formally introduce the Sephora Accelerate Class of 2022. This year, we saw a record number of applicants to the program – more than 600 – from which we selected this incredible group of ten brands. This Accelerate cohort – our seventh! – represents the very best in beauty, with brand offerings spanning the full range of the Sephora product universe, including makeup, skincare, haircare, and for the first time ever – fragrance.

As you peruse our first-ever Accelerate “yearbook” – created as brands formally graduate from the program and prepare to launch at Sephora – you’ll find that each of these brands has a distinct viewpoint, as the founders’ personal stories and backgrounds have shaped their businesses into something truly unique. We’re also excited to shine a spotlight on some past Accelerate alumni, who have gone on to have tremendous success.

So, without further ado, we present to you, the Sephora Accelerate Class of 2022. Cheers to this inspiring group of grads!

A handwritten signature in black ink, appearing to read 'Priya', followed by a long horizontal line.



Meet the Class of 2022

BASMA

Co-founded in 2021 by Parisa Durrani and Basma Hameed, BASMA Beauty believes that makeup should fit into your lifestyle – and not the other way around. BASMA Beauty develops easy-to-use, versatile, and buildable formulas that give you the ultimate control of your beauty routine, via makeup made for real life and real skin. To learn more about BASMA Beauty, please contact: partnerships@basmabeauty.com

PARISA DURRANI

Who or what inspires you?

There's nothing that inspires me more than doing the unthinkable. I absolutely love when the stakes are high and stacked against me. The beauty space is incredibly saturated and crowded, so finding ways to enter the space - and make a splash - motivates me every day.

What is one beauty trend you wish you never participated in or existed?

Thin eyebrows. My brows - or lack thereof - are still paying for that trend.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

Working with Sephora was the ultimate goal. Being able to even say that BASMA is carried by Sephora just makes all of the long nights, early mornings, blood, sweat, and tears worth it. It's a dream come true and we're so excited for what's to come!

What made you want to be a part of the beauty industry?

It's such a competitive space - yet there's room for everyone. Most importantly, I love the direction the beauty industry is moving towards, such as being more inclusive, introducing innovative new formulas, and of course, celebrating female BIPOC founders. There's still more to be done and I'm honored to be in a position where through BASMA, we - beauty retailers and founders - can continue to move the beauty space in a positive direction.



BASMA HAMEED

What made you want to be a part of the beauty industry?

Since I grew up as a young child with a burn on my face, I've always naturally gravitated to makeup. It gave me the confidence to feel like I could do anything in the world and inspired me to become who I am today. I always knew that makeup and making people feel their absolute best was my calling.

What's one past beauty trend you wish would make a comeback?

Bubblegum pink lipstick!

What was your favorite aspect of the Accelerate program?

Being given the opportunity to learn from leading beauty experts and to connect with like-minded individuals who share the same passion for beauty.



FARA HOMIDI

A champion of “high-performance slow beauty,” founded in 2021 by Fara Homidi, this clean luxury beauty line is professionally formulated for effortless application, featuring sustainably-minded packaging and products – including a refill system – and an inclusive color range. To learn more about FARA HOMIDI, please contact: fara@farahomidi.com



FARA HOMIDI

What made you want to be a part of the beauty industry?

I knew I wanted to be a part of the beauty industry from a very young age. Watching my mother put on her makeup and do her hair – and seeing the transformation in not only her beauty but also her confidence after watching her get ready – I was sold.

What is one beauty trend you wish you never participated in or existed?

I can't say I wish thin brows from the 90s didn't exist because I am partial to the aesthetic and recognize that it was a major moment in fashion history! But I do wish, for myself, that I listened to my mother and never touched my brows. I now have permanent 90's brows, which I've grown to appreciate because I have to!

As you prepare to launch your brand at Sephora, what are you most looking forward to?

As I prepare to launch at Sephora, I'm looking forward to working together with my merchant team to really carve out a tailor-made launch plan to suit my unique product and business. I'm also excited that Sephora will help support and guide my business in all the ways I made need. To me, that's priceless!

HOUSE OF FOSTER

A modern fragrance house rooted in intention, House of Foster doesn't make you choose between wellness and aesthetic. Founded in 2020 by Selah Lemon, the brand rejects the mundane and believes in promoting intentional formulation that positively provokes the senses. To learn more about House of Foster, please contact: press@thehouseoffoster.com

SELAH LEMON

Who or what inspires you?

Ingredients inspire me! I find it endlessly inspiring that what we see and eat in nature can also be harnessed into beneficial skincare, haircare, and of course, fragrance. They inspire so much of what we use from scent to packaging – and I always start with ingredients for inspo.

What is the best and/or most unexpected career advice you've ever received?

The most unexpected advice I ever heard was, "It's hard to be you because you've never seen you before." That really opened my mind up to be more confident in both myself and my brand's unique positioning.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

Interacting with Sephora's community! I applied to the Accelerate program because Sephora's clients are the most loyal, inquisitive, and beauty-obsessed customers out there. I'm looking forward to really listening to their feedback and spreading the Foster message even wider.



MANGO PEOPLE

Founded in 2020 by Sravya Adusumilli, Mango People is a line of multi-functional beauty essentials formulated with organic botanical oils, Adaptogenic herbs from Ayurveda and infused with plant pigments that look and feel incredible on the skin. The brand's mission is to provide high-performing products that are inclusive of all skin tones, without compromising on ingredients or our planet. To learn more about Mango People, please contact: sravya@mangopeopleofficial.com



SRAVYA ADUSUMILLI

What was your favorite aspect of the Accelerate program?

Meeting and learning from all these incredible entrepreneurs that I have looked up to for so many years has definitely been my favorite part of the program. They all have made such a positive impact in the beauty industry, and I am now even more inspired to do the same.

What made you want to be a part of the beauty industry?

Growing up, I couldn't find a single nude pink lipstick made with ingredients that are genuinely good for your skin, and one that didn't make me look ashy or washed out. I wanted to create a line of products with a diverse range of shades where anyone can find the perfect color that accentuates their natural beauty, without compromising on performance, ingredients, or our planet.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

I have been so fortunate to grow up with these incredible ingredients and beauty rituals that have been part of my South Asian culture for thousands of years. I am excited to share them with the rest of the world to experience.



Co-founded in 2020 by Kiku Chaudhuri, SHAZ & KIKS harnesses the healing powers of Earth's natural ingredients to build your healthiest hair. The brand's mission is to create innovative products that are inspired by ancient Indian rituals, using ethically sourced Ayurvedic raw ingredients that are proven natural alternative solutions, to holistically nourish the entire hair ecosystem.

To learn more about SHAZ & KIKS, please contact: kiku@shazandkiks.com

KIKU CHAUDHURI

What made you want to be a part of the beauty industry?

Beauty is so deep-rooted — both on an individual level and as a whole culture or society. A person feeling good about themselves can change the world. Growing up, I only really saw Eurocentric beauty standards. As a woman of color, it seemed like everything I had (my skin tone, features, body shape, hair type) all were the exact opposite of what was defined as beautiful. But now there's a change coming, and to be part of redefining what's beautiful is important and impactful. Through beauty, we can make others feel seen and heard, and that's why we decided to start a beauty company.

Who or what inspires you?

First and foremost, our grandmother. She's the one that taught us about Ayurvedic ingredients and rituals. SHAZ & KIKS really started during all our childhood summer trips back to India, visiting our family in the lush, green foothills of the Himalayas. We learned the beautiful art of haircare from our grandma and the wonderful women in our family — they all inspire us and are the reason we created our brand.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

To bring more color, diversity, and celebration into the haircare space. We can't wait to really help redefine what healthy hair looks like.



sistine

Founded in 2019 by Kryz Lunardo, Sistine is an inclusive cabinet of clean skincare formulas for the ecocentric eccentric. Curated to match the protective and nourishing properties of earth's four spheres, with clean ingredients extracted from nutrient-rich terrestrial and aquatic plant life, the brand believes that beauty is our orbit, where the co-existential harmony of human and eco-care is balanced. To learn more about Sistine, please contact: klunardo@sistinesistine.com



KRYS LUNARDO

What was your favorite aspect of the Accelerate program?

My favorite aspect of the program was learning about brand DNA and brand code. Having Mark Ritson and Christopher Skinner – top leaders in their space – coach us on how to create an effective brand DNA, was instrumental in reworking our brand.

What is the best and/or most unexpected career advice you've ever received?

The best advice I've received was to stay true to my brand ethos regardless of price point, because consumers are constantly becoming more educated on the premise that sustainability comes at a higher price—something they are more willing to accept now.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

I'm looking forward to officially joining the most respected and revered beauty retailer in the world—with the opportunity to lead in the Clean + Planet Positive space.



Founded in 2010 by Scarlett Rocourt, Wonder Curl is a Black-owned, vegan hair care line that improves the texture of natural hair by keeping hair nourished and hydrated for days without rewetting or restyling. The brand aims to provide its customers with the best products that will improve the texture of their hair, as well as allow them to enhance their natural curl pattern while achieving any hairstyle they want. To learn more about Wonder Curl, please contact: dominik@laux-prdepartment.com

SCARLETT ROCOURT

What made you want to be a part of the beauty industry?

I wanted to help Black women love their natural hair by giving them products that did what they say. I remember being frustrated and even today with so many products on the market, I still hear women complaining about their hair. I want to change that with Wonder Curl.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

Seeing my products on the store shelves. When I first started Wonder Curl, I knew that I wanted to be in Sephora. Knowing that I will be partnering with a retailer that values their vendors as well as invests in their growth makes me feel like my business is in good hands.

What's one past beauty trend you wish would make a comeback?

Big hair of the '80s. I remember having big, teased hair, the hairspray, and bangs. I knew I was too cute back then.

What was your favorite aspect of the Accelerate program?

Creating my brand story. I already had a good idea about my brand, but the program helped me to hone in on how I wanted to tell that story as well as focus it on what was most important to me – bringing awareness to Haiti.



kempt

Founded in 2020 by Rimah Husain, Kempt is elevating the facial hair removal experience with a skin-first approach. The brand offers effective but gentle hair removal products with clean formulations that feature skincare ingredients. To learn more about Kempt, please contact: pr@kemptskin.com



RIMAH HUSAIN

Who or what inspires you?

There's so much space between who we dream of being and who we end up being because of societal & cultural pressure. I'm inspired every day by the resilience and courage of women who are not afraid to be seen and heard as they truly are.

What was your favorite aspect of the Accelerate program?

So many wonderful parts of the program but I have to call out the group of fellow founders in the '22 cohort – it's been amazing to have a supportive team of women in my corner.

What made you want to be a part of the beauty industry?

I love the transformative power of beauty. Something as simple as grooming or a swipe of lipstick can evolve into an act of resistance when our world feels out of control.



Founded in 2010 by Carolina Contreras in the Dominican Republic as an online platform that educates, celebrates, and advocates for curly women and girls, Miss Rizos has cultivated and grown a following of curly hair enthusiasts from all over the world. For the past seven years, Miss Rizos also operates two curly salons in New York City and the Dominican Republic. Its curly hair products embody all the experience, love, and commitment they have for their community as they try to change the world one curl at a time. To learn more about Miss Rizos, please contact: info@missrizos.com

CAROLINA CONTRERAS

What made you want to be a part of the beauty industry

I wanted to be a part of the beauty industry because I don't feel represented by it. Women who look like me are not a part of the beauty conversation and I've desperately and enthusiastically have been wanting to change this.

Who or what inspires you?

I am inspired by the idea that I can help women and girls who have been disenfranchised and taught to hate their hair, to actually fall in love with their hair and themselves. I am also incredibly motivated to create products and tools that could create joy and ease in the lives of people who have struggled with their curly hair care routine.

What was your favorite aspect of the Accelerate program?

I loved that we got to meet and learn from some of my favorite founders at Sephora. Their stories were so motivating and inspiring, while at the same time relatable. We got to "pick the brains" of some of the best in the business and this was an honor.



LION POSE

Co-founded in 2021 by Nisha Phatak and Madhu Punjabi, Lion Pose is the first clean + clinical brand for brown skin—raising research standards and fighting hyperpigmentation with powerful actives. Developed with Harvard-educated dermatologists and clinically tested on skin of color, Lion Pose products are intended to be the first line of defense for brown skin issues, whether melasma, hyperpigmentation, ingrown hairs, or acne. To learn more about Lion Pose, please contact: pr@lionpose.com



NISHA PHATAK

As you prepare to launch your brand at Sephora, what are you most looking forward to?

People shouldn't have to see a dermatologist to get clinical-grade skincare that is safe and effective. I'm looking forward to offering products that actually work to the broader Sephora audience at a price point that doesn't break the bank.

What's one past beauty trend you wish would make a comeback?

Heavy eyeliner from the early 2000s. It was an easy, one-stop way to create boldness and drama.

Who or what inspires you?

People and brands that are unafraid of contradictions. "Professional" doesn't have to mean neutral and edgy – it can mean colorful, fluid, and soft. "Luxury" doesn't have to mean unattainable – it can be the feel of treating yourself within an accessible price point.

MADHU PUNJABI

What made you want to be a part of the beauty industry?

My skincare journey started with bleach. I grew up in a culture where whitening skin was the norm and being fair was revered. When I was 10, I went to a salon with my aunt and got my full body bleached, which society told me was more beautiful. When I was diagnosed with autoimmune thyroid disease, I had to omit endocrine disruptors like bleach from my routine, but I developed severe cystic acne and hyperpigmentation. I needed products that would be effective and safe. After spending thousands of dollars on expensive treatments and dermatologists, I realized I just needed good chemical exfoliation. I didn't need bleach to feel confident, I needed to even out my natural skin tone to feel beautiful.

What's one past beauty trend you wish would make a comeback?


I'm intrigued by the idea of beauty marks or spots on the face. I remember seeing models and singers wear their marks proudly. It was beautiful and approachable. I like the idea of making imperfections look beautiful





Accelerate Alumni:
WHERE ARE THEY NOW?

54 THRONES®

 @54thrones



CHRISTINA FUNKE TEGBE

54 Thrones is a natural, authentic, and thoughtful beauty brand that celebrates and elevates African beauty rituals. The brand offers face and body products with African-grown, pure, and organic plant botanicals blended to protect, soothe, and nourish your skin.




What made you want to be a part of the beauty industry?

My mother was one of sixteen children. and she had 8 sisters – they all were hair stylists and always on the latest beauty trends; their hair, makeup, everything was always done. They were these beautiful, bold, unapologetic women and I grew up around this bombastic energy my entire life. I knew somehow, I would be in beauty. And in 2015 when I quit my job, I flew to Africa and the beauty I experienced there was incredible. I knew I wanted to be a part of sharing Africa's beauty with the world. These 2 experiences are what prompted me to start 54 Thrones.

54 Thrones launched at Sephora in September 2021.



IMANIA BEAUTY

 @imaniabeauty

NIA WELLMAN

Designed for textured tresses, with a scalp-first approach, Imania Beauty is a hemp and wellness-conscious brand. They believe that caring for your hair should be both simplistic and nourishing.

What was your favorite aspect of the Accelerate program?

My favorite aspect of the Accelerate program was having both seasoned brand founders and cohort members to learn from and bounce ideas off of. I also enjoyed being able to learn more about Sephora's company culture and how they plan to continue to be a diverse and inclusive brand.

Imania Beauty is launching at Sephora in 2022.



kulfi

 @kulfi.beauty

PRIYANKA GANJOO

Kulfi brings celebration into beauty with fun and approachable products designed around South Asian skin tones and undertones. They are challenging toxic beauty standards in South Asian culture defined by Eurocentric ideals and patriarchy.

What is the best and/or most unexpected career advice you've ever received?

When I launched Kulfi Beauty, I never imagined myself as the face of the brand. I always imagined myself behind the scenes. As I've gone through this journey and connected with more people, I realized that putting myself at the very forefront of the brand was important. The reason I started Kulfi was because of the lack of representation I was seeing within the industry – if I wasn't putting myself out there, how could the story resonate with other people who look like me?

Kulfi Beauty is launching at Sephora in 2022.



ries

@riesbeauty



MEGAN GRAHAM

Bringing luxury, function and convenience to the travel-beauty and toiletries market, ries offers reusable, leak-proof, TSA-friendly travel containers made of biodegradable material.

What made you want to be a part of the beauty industry?

I fell into my career in the beauty industry by accident when I worked at Vogue – I wasn't initially interested in beauty as a career! I stayed because I fell in love with this fast-growing market where I felt there was so much room for innovation. I saw an opportunity to make a difference by bringing accessibility, inclusion, and sustainability to an overlooked and underloved part of the market – the intersection of beauty and travel.

Ries is launching at Sephora in 2022.

TOPICALS

@topicals

OLAMIDE OLOWE

Topicals is a beauty brand celebrating the fun of flare-ups with effective skincare and mental health advocacy.

What is something you learned through Sephora Accelerate that really stuck with you?

Understanding and controlling your cash flow is the most important aspect of having a successful retail business


What is the best and/or most unexpected career advice you've ever received?

The rules are fake. Do you. Which basically means that everyone is winging it and you don't have to live your life according to unspoken/spoken rules.

Topicals launched at Sephora in March 2021.



EADEM

 @eadem.co



MARIE KOUADIO AMOUZAME AND ALICE LIN GLOVER, CO-FOUNDERS

Eadem is a beauty brand pioneering Smart Melanin Beauty — its products combine science-backed ingredients and heritage botanicals to effectively and gently care for skin of color.


What is something you learned through Sephora Accelerate that really stuck with you?

We loved Nancy Twine's talk on finance and budgeting during the Accelerate bootcamp. When you speak about beauty founders, it's always glamorous stories of product development, but finance is something we all need to understand and master. Building a financially healthy business from the start is highly valuable.

EADEM launched at Sephora in September 2021.



hyper!

 @hyperskin

DESIREE VERDEJO

Hyper Skin is a hyper-targeted skincare brand rooted in multiculturalism. The first issue that they are tackling is dark spots and discoloration on all skin tones and enhancing glow.

What was your favorite aspect of the Accelerate program?

Connecting and learning with my fellow Accelerate founders was the best part of the program. We were in different arenas of beauty, at various business stages with different company structures and we learned so much from each other.

Hyper Skin launched at Sephora in September 2021.





About Sephora Americas

Since its debut in North America more than 20 years ago, Sephora has been a leader in prestige omni-retail with the mission of creating an inviting beauty shopping experience and inspiring fearlessness in our community. With the goal of delivering unbiased shopping support and a personalized experience, Sephora invites clients to discover thousands of products from more than 340 carefully curated brands, explore online and through our mobile app, enjoy services at the Beauty Studio and engage with expertly trained Beauty Advisors in more than 500 stores across the Americas. And with its new long-term retail strategic partnership, clients can now shop Sephora at Kohl's, a fully immersive, premium beauty destination, with 200 locations in 2021, and at least 850 locations by 2023. Clients can access the free-to-join Beauty Insider program and digital community, which together enhance the experience of Sephora's passionate clients.

Sephora has been an industry-leading champion of diversity, inclusivity, and empowerment, guided by our longstanding company values. In 2019, Sephora announced a new tagline and manifesto, "We Belong to Something Beautiful," to reinforce its dedication to fostering belonging amongst all clients and employees and to publicly strive for a more inclusive vision for retail in the Americas. Sephora continues to give back to our communities and advance inclusion in our industry through its social impact and equity programming, called the Sephora D&I Heart Journey.

For media inquiries, please contact SephoraPR@DevriesGlobal.com

