

SEPHORA EMPLOYEE [SE]

- # millennial
- Long-time Beauty retail
- selling products

[SD] With the growing industry of marketing self-care, do you feel that beauty is a form of self-care for you?

[SE] If it helps with us, like, in a positive note, 100%. It makes us feel pretty, whatever sex we are, and then feel good about ourselves no matter the cost of the brand or product that we're using.

[SD] Why do you think millennials and genz commonly purchase beauty/wellness products?

[SE] I think social media has a lot to do with it, except the millennials are really inspired and take information on their peers, and they kind of just go with it. It's almost like a cult following, and it just kind of feels like fun. Right? Like, they're all on this thing together.

[SD] Speaking of the beauty industry, how do you feel about celebrities jumping onto the bandwagon of launching another new beauty brand? Are you an avid user of any of them?

[SE] I worked with the board for a long time, and this is, like it's interesting seeing it happen. I think it's okay. Sometimes I think it's a bit much; you know what I mean? Some celebrities have the niche for it and have

response to beauty products

consumers buy regardless of cost

been into it for a while, so I understand kind of like, a little bit like a Gwen, you know what I mean? Stephanie? But still, I kind of sometimes like it when it was just the makeup artist that kind of created her thing or his thing. It feels a little bit more, like, real, for sure.

[SD] Social media marketing within the beauty industry is so powerful these days with the use of celebrities and influencers for their brand/business. This is definitely efficient for the business, but what is your take on this?

[SE] It's a new time and a new place, so even if I found it to be sometimes annoying, yeah, I understand the times are changing. You know what I mean? So it is what it is.

[SD] How do you think about the quality of celebrity products in comparison to other smaller brands or founders who aren't celebrities to begin with? Are they as efficient?

[SE] I think so. And that's just because I work here. So at the end of the day, regardless of how we make deal about it, I think they're definitely high end and very much and they're doing their homework. They have to, right? Because they got to talk about it.

acceptance

