Brand Application Form

Important information

All information, documents, and materials submitted by applicants in connection with the Sephora Prize Brand Application Form (the "Application Information") are treated as confidential and are used exclusively for the purpose of evaluating the application and managing the selection process.

The Application can only be accessed by Sephora, which is bound by appropriate confidentiality obligations. The Application Information will not be disclosed to any third party outside this evaluation perimeter, nor used for any commercial purpose unrelated to the Prize, without the applicant's prior written consent.

By submitting an application, the applicant acknowledges having read and understood the present clause and the Rules of the Sephora Prize, available here.

Your application will not be considered if your brand has no products currently in production and on the market.

Mandatory Application Email Subject Line. When sending your application files, documents, or any correspondence by email, you must strictly structure your email subject line as follows: **SEPHORA PRIZE - [BRAND NAME]**. Any submission that fails to use this exact nomenclature may experience processing delays or rejection.

Please submit your application to **sephoraprize@sephora.fr**

To download this file please click here

1. Eligibility Check

Please answer all questions below. Responses are required in Yes/No format.

1.1 Do you have a legally registered entity in the European Economic Area (EEA), Monaco, Serbia, Switzerland, the United Kingdom or Türkiye?

☐ Yes ☐ No

Country of legal registration

Legal company name

1.2 Do you have at least one industrialized and commercialized product under your brand?

☐ Yes ☐ No

1.3 Are your products currently compliant, or in the process of obtaining compliance, with applicable cosmetic regulations within Sephora's Retail Network in Europe?

☐ Yes ☐ No ☐ If no, please elaborate (formula/packaging-artwork)

1.4 Do you have an established brand identity, including brand name, positioning, and visual identity?

☐ Yes ☐ No

1.5 What is the status of your trademark protection?

☐ Registered ☐ Application submitted ☐ Not yet registered or submitted

1.6 Territory or territories covered

Select all relevant territories and specify where necessary.

☐ European Union ☐ United Kingdom ☐ Türkiye ☐ Other

2. Brand & Contact Information

This section creates the core brand record. The information should be entered directly into the form rather than extracted from an uploaded presentation.

2.1 Brand name

2.2 Year the brand was founded

2.3 Brand country of origin

2.4 Main brand category

☐ Skincare ☐ Makeup ☐ Haircare ☐ Fragrance ☐ Other

If other, please specify

2.5 Brand website

Please provide the complete URL.

2.6 Primary contact name

2.7 Primary contact role

2.8 Business email address

2.9 Business phone number

2.10 Founder(s): full name and role

Please list up to three founders. Additional team information may be included in the brand presentation.

Founder 1:

Founder 2:

Founder 3:

2.11 Founder(s) background & brand origin

In 2–3 sentences, describe: Relevant founder expertise, what inspired the creation of the brand, the brand's long-term vision. Maximum 500 characters.

3. Social Media & Community

Please provide current figures as of the application submission date. Enter follower numbers as whole numbers:

3. 1 Instagram

- Handle:
- Number of followers:

3. 2 TikTok

- Handle:
- Number of followers:

3.3 YouTube

- Channel URL:
- Number of subscribers:

3.4 Optional community proof point

You may share one concise metric, such as engagement, waitlist size, newsletter audience or audience growth. Maximum 500 characters.

4. Brand Story & Market Opportunity

These short answers will be used for evaluation. Please avoid repeating the same information across questions.

4.1 Elevator pitch

In one short paragraph, explain what the brand is, who it serves and its core promise. Maximum 500 characters.

4.2 Consumer insight / problem solved

What consumers need, tension or unmet expectation does the brand address? Maximum 500 characters.

4.3 Unique value proposition

What makes the brand meaningfully different from existing alternatives? Maximum 500 characters.

4.4 Target consumer

Describe the primary target consumer in a concise way. Maximum 500 characters.

4.5 Why Sephora?

Explain the strategic fit with Sephora and the value the partnership could create. Maximum 500 characters.

5. Hero Product & Innovation

Please select one hero product for the standardized brand one-pager.

5.1 Hero product name

5.2 Product type / sub-category

5.3 Recommended retail price (EUR)

5.4 Key consumer benefit

Describe the main benefit in consumer-friendly language. Maximum 500 characters.

5.5 Innovation or proof point

Describe the most distinctive technology, format, ingredient, performance result or product proof. Any claim must be accurate and capable of substantiation. Maximum 500 characters.

6. Market Validation & Commercial Traction

Please provide concise and verifiable information. Revenue information is requested solely for evaluation purposes.

6.1 What forms of market validation do you currently have?

☐ Generated sales ☐ Engaged social community ☐ Waitlist or newsletter audience

☐ Product testing or consumer feedback ☐ Repeat purchase indicators ☐ Customer reviews / testimonials

☐ No market validation yet ☐ Other

6.2 Please describe your strongest market validation proof point

Maximum 500 characters.

6.3 When did commercialization start? (year)

6.4 Trailing 12-month revenue (EUR)

☐ €0 - validated pre-revenue ☐ €1K-€100K ☐ €100K-€500K ☐ €500K+

6.5 Current countries of distribution

6.6 Current distribution channels

☐ Own e-commerce ☐ Marketplace ☐ Department store ☐ Pure player ☐ Pharmacy ☐ Other

6.7 Key retail partners

Leave blank if the brand is currently direct-to-consumer only.

6.8 Current number of retail doors

6.9 Current price range (EUR)

Please state minimum price - maximum price.

6.10 Latest Completed Financial Year: Annual Net Revenue (EUR)

- **Actual revenue:**
- **Reporting year:**
- **Business scope** (brand/company and geography)**:**
- **If unavailable, provide an explanation**

6.11 Year-on-Year Revenue Growth (%)

Latest completed financial year versus the previous year.

6.12 Number of Active SKUs

Total number of distinct SKUs currently sold.

6.13 DTC Share of Revenue (%)

Percentage of revenue generated through owned direct-to-consumer channels.

6.14 Number of Countries with Active Sales

Whole number; should match the countries listed in section 6.5.

6.15 Key Distribution Partners

Please list up to five key partners (retailers, marketplaces, and/or pure players), specifying the partner type. Leave blank if not applicable.

7. Go-To-Market Strategy

Please select the approaches already implemented and provide one concise example of demonstrated effectiveness.

7.1 Customer acquisition and conversion channels

☐ Paid social ☐ Organic social ☐ Influencer / creator marketing ☐ PR ☐ Retail / physical distribution

☐ Events / sampling ☐ CRM / email ☐ Other

7.2 Biggest go-to-market success

Share one concise, verifiable example. Maximum 500 characters.

8. Required Submission Materials

As part of the application process, applicants must provide the following materials and supporting documentation (only PDF and JPEG files). Please check all that you will submit:

8. 1 Brand Presentation (PDF, max. 10 pages)

- Market opportunity & white space
- Brand story, identity & unique value proposition
- Target consumer profile
- Key growth ambitions & 2–3 strategic priorities (e.g. product portfolio expansion, distribution development, new market entry)
- Business model & revenue generation strategy
- Key business metrics

8.2 Product Presentation

- Attach hero product visuals (JPG) -- Naming format: [Brand Name]_Hero Product
- Attach brand logo (JPG or PNG) -- Naming format: [Brand Name]_Logo

8.3 Legal & Corporate Documentation

- Company Registration Documents
- Articles of Incorporation
- Regulatory and Compliance Documentation
- Trademark Information (if applicable)

Additional Information Sephora reserves the right to request additional supporting documentation or clarification during the evaluation process.

9. Applicant Declarations

☐ I have read, understood and accept the Rules of the Sephora Prize.

☐ I certify that the information provided in this application is accurate, complete and not misleading. Any false, inaccurate, or incomplete information may result in my disqualification as provided for in the Rules of the Sephora Prize, without prejudice to any other remedy available to Sephora.

☐ I acknowledge the privacy information describing how application data will be processed.

☐ I confirm that the submitted product claims are accurate and that supporting evidence can be provided upon request.

☐ I confirm that I have strictly followed the mandatory email subject line guideline (**SEPHORA PRIZE - [BRAND NAME]) for my application**