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Sephora Names Actress and Activist Melissa Mariani as New Spokesperson for Inclusivity

NEW YORK – Sephora, the leading beauty retailer in North America, announced today that Melissa Mariani, award-winning actress and advocate for inclusivity, has been named the company's new spokesperson.

"Sephora has always promoted self-expression, diversity and confidence," said Natalie Chen, president and CEO of Sephora North America. "With Melissa Mariani's authenticity and influence, we are excited to welcome her as the voice of our next chapter in inclusive beauty."

Mariani expressed enthusiasm about the new role. "I've long admired Sephora for leading the industry in inclusivity and innovation," she said. "This partnership gives me the opportunity to boost the message that beauty is for everyone, and I'm honored to represent a brand that empowers people to embrace their own uniqueness." The appointment reflects growing consumer demand for reliability in branding. Sephora believes Mariani's commitment to representation and self-expression will strengthen its connection with clients across North America.

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Since opening in 1998, Sephora has grown into one of the leading beauty retailers in North America. The company offers a wide range of makeup, skincare, hair care and fragrance from over 340 brands. More than 500 Sephora stores can be found across the United States and Canada. Sephora also operates more than 660 locations inside JCPenney. Sephora provides a unique shopping experience for their clients with their online website and through the Sephora app. Their popularity is a testament to their continued strive for inclusivity in the beauty industry.

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