EMPOWERED by BEAUTY
A Sephora Pop-up
Meet the Team!

Hi, I'm Ally! I'm a design major and communications minor. I'm hoping to work in brand design once I graduate. A fun fact about me is that I have a viral Kylie Jenner tweet.

Hi! I'm Fiona! I'm majoring in communications and professional writing. I hope to work in branding and strategic marketing. A fun fact about me is that I was on the cover of American Girl Magazine.

Hi! I'm Isabella and I'm a design major at UC Davis. I hope to work in brand and UI/UX design. A fun fact about me is that I sang backup on a Red Hot Chili Peppers album when I was 9!
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Introduction
Our Message

Our message is to celebrate beauty and diversity by showcasing how power and technology have empowered a generation and a global makeup community.

This pop-up pays homage to specific cities’ makeup trends and the role they have played in encouraging self-expression.

The pop-up holds the Belong Campaign Manifesto at its core and takes design inspiration from Sephora’s branding and a retro-futuristic aesthetic. The interactions are designed to be stylish, social-media-driven, and to illustrate how cities and beauty lovers are (em)POWERED by beauty.
Beauty comes in all different forms, just like power.
Our Inspiration + Concept

(em)POWERED by Beauty stems from the idea that makeup serves as a tool that empowers wearers. Beauty comes in all different forms, just like power.

This 29Rooms style pop-up takes inspiration from all forms of power: lights, electricity, technology, transportation, tech, charge, and more. Visitors will feel empowered and inspired by stepping foot into an electric, high-energy space where they can explore Sephora in a new and powerful way.
Moodboard
Where in the World?

New York

New York City beauty is inspired by a fast-paced lifestyle. Carrie Bradshaw embodied "rushed-glam" when she would do her makeup in the back of the taxi. New Yorkers are always hustling and they look chic while doing it. This city loves a bold lip or an edgy smoky eye. **New York is powered by beauty.**

San Francisco

San Francisco is inspired by innovation, technology, and entrepreneurship. Here it is not only about finding the perfect shade, but about creating a sustainable beauty industry. SF makeup gives you the confidence to apply for your dream job or start your own company. **San Francisco is powered by beauty.**

Miami

Miami beauty is inspired by a glamorous, beachy lifestyle. Miami is a center for art, music, and culture. Miami likes to have fun and their beauty trends reflect that. This city is about being bold and having the confidence to wear makeup that makes YOU feel beautiful! **Miami is powered by beauty.**

Los Angeles

In Los Angeles, beauty is effortless and trendsetting. LA is the center for influencer marketing and the first to know about the latest and greatest. LA is fast-paced and so are the makeup trends. Today, the trend might be a colored cat-eye and tomorrow a monochromatic look. **Los Angeles is powered by beauty.**
Style Guide
Color Palette

Our primary color palette consists of 4 neon colors and their tints and shades. These colors are both trendy and nostalgic, giving the perfect blend of 21st century tech with 80s glam.
The typeface we have chosen to use is the Sephora Serif Display Family because it is recognizable, clean, and classic Sephora.
Iconography

Our main icon is a layered lightning bolt, which is featured in the exhibit as well as on our merchandise. This icon is representative of power and electricity, and uses three of our vivid neon colors.
Our logo uses Sephora Serif Display type and our lightning bolt icon to display this standout combination of classic brand font with an electrified twist.
The Experience
The Floor Plan + Path

Rooftop

Level 1
From the main entrance, our recommended path is designed to be fluid. The dimensions are taken into consideration when determining the number of guests that can interact with each room without crowding the experience — this is why there are two suggested routes.

The floor plan follows a logical progression with one entrance and one exit in each room. Guests can start by entering the first door on the right or left-hand side, and follow the natural path.
After exiting the ground floor, guests can choose to climb the stairs to experience the rooftop or use an ADA compliant wheelchair lift to enter the rooftop. This experience does not have a set time frame and guests are encouraged to customize their experience!

The rooftop is designed to be the final destination of this pop-up. The open floor plan encourages guests to mingle, take pictures, and contribute to the influencer and artist panels.
The layout of the floor plan is designed so guests gain a cohesive narrative throughout the pop-up — even though each room is unique in design and concept.

The first and last rooms are used to set the tone for entering and exiting the experience. The design concepts in these rooms are central to understanding the core messaging of the (em)POWERED by Beauty campaign.
The Floor Plan: Rooftop

The rooftop is designed to be the last step in the guest’s experience. The open floor plan offers a space to mingle, connect, and most importantly, relax and recharge!
Exterior

The exterior is an introduction to the vintage/power aesthetic. This interaction showcases experiential elements and acts as a photo moment in its entirety.

This outside space has elements designed for a practical reason: crowd control for guests waiting to enter the interior of the pop-up. The parked vintage bus has a photo booth inside and the “merch-pumps” are touch screens where guests can purchase our custom *POWERED by Beauty* merch — perfect for engaging expectant crowds as they wait to enter the station.

—Beauty is *POWERED by nostalgia*
Exterior: Interactions
Throughout the experience, guests will be collecting mementos and products. This branded vending machine includes a custom tote and “power point” coins needed for some of the interior interactions. This tote is a way to carry your keepsakes, in a keepsake!

The “merch-pumps” are a one-stop-shop touch screens designed for ordering merchandise or browsing the Sephora app. The devices can be used while waiting to enter the pop-up or as a quick shopping stop after completing the experience.

Exterior: Interactions

The vintage van photo booth is a fun place to snap content before entering the pop-up.
Interior: Entryway

The interior entrance is a futuristic portal used to transport guests from the vintage gas station exterior into a high-energy and electric experience. The exterior and interior foster cohesiveness by pairing the core color scheme, neon elements, and the overarching theme of different forms of power.

—Beauty is (em)POWERED by transformation
CONTROL ROOM

The inspiration for this room is a vintage TV control room with electric/lightning elements. The idea behind this room is “beauty through the ages” — with a focus on inclusion and diversity in beauty.

The videos displayed on the TV wall strengthen the messaging behind the entire (em)POWERED by Beauty campaign by including the decades of powerful influence by the LGBTQIA+ community. The goal of this room is to celebrate the trans community, drag makeup, and those that built the beauty industry into what it is today.

—Beauty is (em)POWERED by diversity
Interior: Control Room
Interior: Control Room Interactions

Guests can capture their own gifs via the security cameras. They are queued to display on the TV screen wall, demonstrating a guest’s role in forming beauty history.

Keepsake tear-off posters feature custom (em)POWERED by Beauty artwork.
Maps located in the control room allow visitors to easily navigate their way through the 6 unique, energy-inspired spaces. Each map is unique and doubles as an (em)POWERED by Beauty wall art piece.
ARCADE ROOM

The inspiration behind the arcade is to gamify a beauty-themed experience. This room is designed as an element of fun with playful and "insta-worthy" designs. It stays on-brand with the retro-futuristic aesthetic and is a perfect place to play games, win products, and snap photos with the trendy decor.

— Beauty is (em)POWERED by play
Interior: Arcade Room

These **quarter machines** are reminiscent of childhood pizza parlors and are a way to win small beauty prizes and trinkets.

This **claw machine** is a way to test your arcade skills while winning Sephora products — but hurry because this interaction is timed!
Are you a "beauty junkie" or a "resident beauty expert?" Take the Beauty IQ quiz and test your knowledge on brand founders, makeup trivia, and ingredient expertise.
New York, San Francisco, Los Angeles, and Miami are cities full of culture and diversity — each iconic in its own way. The inspiration for the city-specific room is to celebrate how that city is unique in its approach to beauty and lifestyle.

Transportation is a defining feature in all of these places. This interaction is designed to be synonymous with that specific city’s lifestyle and illustrate how each place is powered by beauty.

— Beauty is **em(POWERED)** by exploration
City Room: New York
What's more "iconic New York" than the Subway? This Subway stop is modeled after the route one would take if they were visiting the flagship Sephora store in Soho.

This experience is for snapping photos, fostering hometown pride, and exhibiting the "rushed-glam" lifestyle of the chic New Yorker — always on the go!
Don’t forget your custom palette for a one-of-a-kind keepsake!

Rotating digital screens display posts highlighting Sephora brand ambassadors.
City Room: New York City Palette

This custom palette pays tribute to "The City that Never Sleeps" with shade names inspired by the nightlife of New York City.

So whether you know what it's like to be on the Lower East Side at 3 a.m. or to order a cosmo from a waiter with RBF, this palette is a witty take on what it means to be a New Yorker.
City Room: San Francisco
City Room: San Francisco

This interaction was designed to emulate the quaintness of the SF cable car, but modernize it to fit this stylish and tech-driven city.

Home of Sephora Headquarters and the birthplace of beauty brands including Benefit, Tatcha, and Biossance, this city has left its mark on beauty history.
City Room: San Francisco Palette

This custom SF palette takes inspiration from the day-to-day life of living in this entrepreneurial city.

When the startup isn’t paying for the 3K a month studio, sometimes you have to wind down with a can of rosé.
City Room: Miami
City Room: Miami

This sketch of the Miami interaction symbolizes the fun-loving life of Miamians! This room blends neon colors, art-deco influences, and a permanent vacation vibe into a room that is “so Miami.”
City Room: Miami Palette

From South Beach to Little Havana, this palette is inspired by "Vacay Mode." We're in Miami B**ch, time to hit those white sand beaches!
City Room: Los Angeles
City Room: Los Angeles

This sketch of the main interaction in our Los Angeles room conceptualizes what LA transportation is synonymous with: traffic.

The idea behind this room is to take something as mundane as being stuck on the 405 and “make it fashion.” We incorporated elements of the 60s mod color scheme as well as vintage cars, billboards, and the free feeling of driving through La-La Land.
City Room: Los Angeles Palette

This custom palette is influenced by the "lifestyle brand" that is Los Angeles.

If you’re a C-List celeb or stuck on the 405, as long as you’re spotted at Nobu, “It’s just another day in LA.”
EMPOWER ROOM

This is the age of YouTube, beauty gurus, and TikTok makeup challenges—also known as “the internet of beauty.” Less than 20 years ago this online community of beauty lovers didn’t exist.

This room celebrates how technology has connected and raised a generation of artistry. Most of all, this experience celebrates how a digital neighborhood has championed diversity and redefined an industry through the “self-empowering language of Instagram.”

— Beauty is (em)POWERED by community
Interior: Empower Room
Explore curated product feeds organized by brand. Feeds include posts featuring Sephora brand ambassadors.

Pop-up branding in top left corner. Customizable photo booth with filter editing, stickers, location flags, and text editing. Choose to send or print your photo!
Interior: Empower Room Interactions

These Bluetooth printers connect to the iPhone photo booths and print two copies of each photo. Guests are encouraged to add one photo to this wall, demonstrating their contribution to the global beauty community.

Visitors are encouraged to post to social media with #empoweredbybeauty for an instant branded keepsake.
Interior: Empower Room Interactions

The room will feature a local artist from each city to create an EMPOWERED piece to be displayed in the center of the ring light, like this one by Patricia Bustos.

This quote wall pays tribute to selected Sephora brand creators and acknowledges the transformative power of makeup.

“BEAUTY IS NOT GENERIC, QUITE OFTEN, THE THING THAT MAKES YOU MEMORABLE IS THE THING THAT MAKES YOU DIFFERENT.”

Laur Mericier

“MAKEUP CAN GIVE YOU THE CONFIDENCE TO CHANGE YOUR JOB, MOVE ABROAD, GET A PAY RAISE.”

Charlotte Tillybury

“TO ME MAKEUP IS A MAJOR ACCESSORY. IT CAN CHANGE AN OUTFIT, IT CAN MAKE THE OUTFIT, AND THAT’S WHY I LIKE TO PLAY WITH IT.”

Rihanna

“What I love most about makeup is that you can’t get attached to one thing, one idea or one approach.”

Pat McGrath
ROOFTOP

This rooftop garden draws inspiration from the beauty industry’s increasing focus on sustainable beauty and Sephora’s “Clean at Sephora” initiative.

The seating area is meant to be a moment of R&R (rest & recharge) before meeting an influencer, engaging in a beauty panel, or snapping some Instagram content in front of the plant wall. This experience also includes the wellness aspect of beauty retail by serving green juices and smoothies from the “Green Power” juice cart.

— Beauty is (em)POWERED by sustainability
Rooftop
Rooftop

Rest and RECHARGE
Rooftop

Influencer meet & greet and photo stage

The Refuel Station provides visitors with a sustainable, exclusive branded juice bottle + metal straw as keepsakes.

The Rooftop provides a place to recharge and connect with fellow beauty connoisseurs in this green powered lounge.
Merchandise
Merchandise: Clothing

Black emPower Hoodie
$45.00

White emPower Hoodie
$45.00

White Lightning Bolt Shirt
$32.00

Black Lightning Bolt Sweatpants
$50.00

White Lightning Bolt Sweatpants
$50.00

White Lightning Bolt Bucket Hat
$15.00
Merchandise: Accessories

- Lightning Bolt Phone Case $15.00
- emPower Makeup Bag $12.00
- emPower Compact Mirror $7.00
- Lightning Bolt Tote Bag $18.00
- White Lightning Bolt Sticker $3.00
- emPower Sticker $3.00
VIP Experience
An Elevated Experience

For those who showed notable interest and purchased the VIP tickets — there are special perks and an elevated experience. This includes:

• $150 valued “swag bag”

• Exclusive VIP designed merchandise

• Sweatpants, VIP tote, bucket hat

• Early meet and greet access
Social Media
Social Media is the new gatekeeper for beauty branding — only quality passes through.
Socially Driven

Strategy and Tactics

**Instagram** will be the primary channel we will use to market. The initial stage of our social media plan is to engage with influencers and premarket our event. This will involve sending a **PR package to the Sephora Squad** influencer team.

The PR package will include merchandise and the **#empoweredbybeauty** featured products. Using paid media coverage, the goal is to encourage excitement and ticket sales for the event.

At the (em)POWERED by Beauty pop-up, there will be many opportunities to take photos. Guests will be encouraged to use the **#empoweredbybeauty** and **#sephoria** hashtags.

To evaluate success, the hashtags will gauge social media reach, impressions, and engagement for the event.
Social Media Plan

Target Audience

This social media plan targets socially driven Generation Z and Millennials as well as all beauty enthusiasts.

Objectives

**Pre pop-up objective:** Update and engage Sephora and influencer followers regarding ticket sales using paid media via influencer Instagram posts.

**Post pop-up objective:** Receive positive earned media engagement and coverage after the event via attendees posting branded content.
Social Media Plan

Pre-Event

ATTRACT Audience
- Millennials
- Generation Z
- Beauty Enthusiasts

TRACK Engagement
- Update Sephora followers via social media. Success will be evaluated by early ticket sales and buying response to paid media posts.

Post-Event

MEASURE Response
- Evaluate success through reach, impressions, and engagements by #empoweredbybeauty

DETERMINE Success
- The ROI will be determined based on monetary and visitor satisfaction. Satisfaction will be determined by a single answer survey.
Photo Moments

**Exterior**
Bus Photo Booth

**Interior**
Hallway’s Neon Lights

**Control Room**
Lighting Tower
TV Wall

**Arcade Room**
Arcade Games

**City Room**
Transportation

**Empower Room**
iPhone Photo Booth
Quote Wall
Ring Light

**Rooftop**
Plant Wall
Neon Signs
Influencer PR

The influencer PR package is designed to create excitement for the influencer and their following!

These items are specifically chosen to set the mood and create anticipation for what is in store at the (em)POWERED by Beauty pop-up!
Influencer PR: Items

These power themed products were hand picked from all Sephora worlds: skin care, makeup, and wellness. They are the perfect mix of energizing ingredients to create a boosted look.

The PR box will also feature pieces from our (em)POWERED by Beauty merch.
Conclusion
Conclusion

The beauty industry is changing and as Millennials and Generation Z become the largest group of beauty consumers, the beauty community is shaping into an inclusive space for creativity, wellness, and self-expression.

This didn’t happen overnight — (em)POWERED by Beauty aims to celebrate the early visionaries, creators, clients, and cities that have defined an industry.

We are (em)POWERED by Beauty