



Trumbull gets more beautiful

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Shoppers line up outside the new Sephora in Westfield mall at the store's ribbon-cutting ceremony Thursday. The company gave gift cards worth up to \$100 to the first 100 people in the store. (Submitted photo)

Calling all makeup mavens, fragrance fanatics, skincare enthusiasts and beauty addicts! Sephora, the ultimate beauty playground, is open at Westfield Trumbull. Store hours are Monday through Saturday, 10 a.m. to 9:30 p.m. and Sunday 11 a.m. to 6 p.m.

The store held its grand opening and ribbon cutting Thursday, with the first 100 shoppers receiving gift cards worth up to \$100. The new 3,474 square foot features over 13,000 products from more than 200 brands, including Sephora's own collection of makeup, skincare, tools, accessories and bath & body products.

Featured product lines include makeup lines such as Bare Escentuals, Benefit, Make Up For Ever, Tarina Tarantino, Temptu and tokidoki; skincare lines like Clarisonic, Kinerase, Murad, PerriconeMD Cosmeceuticals and Philosophy; fragrance offerings from Fracas, Bliss, Leslie Blodgett Perfume Diaries, Marc Jacobs and Stella McCartney; and specialty hair care lines like HerCut, Living Proof, Oscar Blandi and Sultra

In addition, accessories designer Tarina Tarantino and Sephora invite shoppers to explore a world that celebrates the expression of individual style and inspires a sense of wonderment with the latest limited-edition fall color collection, Starchild Odyssey. Presented exclusively at Sephora, this futuristic range of shades with metallic shimmer was inspired by Tarina's story of a mystical DJ named Starchild.

The Sephora retail concept is rooted in aesthetics, presenting clients with the most unique product assortment, store design and client services. Sephora was the first beauty retailer to employ the open-sell philosophy, allowing clients to shop a myriad of brands and

encouraging them to try, test and play with everything from lip glosses to blushes, skincare to fragrance. At Sephora Trumbull, prestige cosmetics are showcased in open displays for clients to have the freedom to explore and sample at leisure.

Have a question? Sephora sales associates, also known as cast members, are the most educated in the beauty business. To ensure that all clients receive the most knowledgeable and professional help, every Sephora cast member is rigorously trained in an intense Sephora educational program focused on skincare, hair care and general beauty called Science of Sephora. Cast members are then able to offer clients a completely non-biased and non-commissioned approach when recommending products.

Sephora clients may also join Beauty Insider to get behind-the-beauty-velvet-rope access to Insider-only products, exclusive samples, birthday gifts and an all-access pass to personalized beauty. To sign up, visit the Sephora Trumbull store. Already a member? Upgrade to become part of the new premium rewards program, Very Important Beauty Insider. The VIB program includes all the BI perks, and also grants additional benefits, from large in-store and online discounts to free VIB-only beauty bonuses and an invite to a private Holiday Shopping Party.

Sephora stores have made a commitment to being green, meaning all stores are energy efficient and environmentally friendly. Sephora Trumbull will use LED lighting on fixtures to reduce overall energy consumption. Plus, as the leading specialty retailer in recycling, Sephora recycles materials for all fixture installs.