

melanin[®] × SEPHORA
HAIRCARE CANADA

Melanin Haircare × Sephora Canada

Integrated Brand Launch Campaign

A VISUAL BRAND STRATEGY CASE STUDY

*Healthy
Hair
Changes
Everything*

CURLS
TEXTURE
PEOPLE
POSSIBILITY



2023 launch • 104 Sephora Canada locations

The Challenge

How do you bring a community-built natural hair brand into prestige retail without losing the authenticity that made it loved?

CAMPAIGN OBJECTIVE



Launch into
Sephora Canada



Preserve
community trust



Drive product
discovery through
education

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Audience & Brand Strategy

Textured-hair consumers who value efficacy, culture, trust, and routine education.

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Community Credibility

Cultural trust and
textured-hair expertise.



Prestige, Still Accessible

Premium presentation
with warmth and inclusivity.



Education Converts

Routines, benefits, and
ingredients guide discovery.



melanin[®]
HAIRCARE



SEPHORA
CANADA

The Big Idea

Healthy Hair, Now at Sephora Canada

Founder-led storytelling meets
prestige retail discovery.



Founder
Content



Product
Education



Retail
Discovery

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New Retail Setup

A retail system built for shelf discovery and routine shopping.

Created a new retail setup to make the line easier to shop, understand, and discover in-store.

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Routine-led navigation

Organized by routine steps to make shopping intuitive and approachable.



Educational shelf copy

Simple, benefit-driven messaging to help shoppers choose with confidence.



Clear product hierarchy

A streamlined lineup with distinct roles, making it easy to find the right product.



Prestige presentation

A premium, modern look that reflects the quality and culture of Melanin Haircare.

Campaign Touchpoints

ONE STORY TRANSLATED ACROSS EVERY LAUNCH MOMENT.

*Healthy Hair
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Founder Content

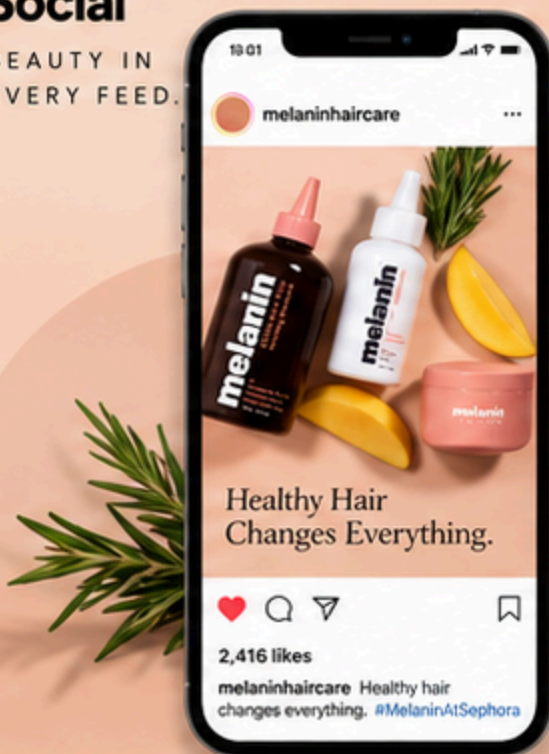
REAL STORIES.
REAL IMPACT.

*"Healthy hair
is freedom."*

— WHITNEY WHITE
FOUNDER & CEO

Social

BEAUTY IN
EVERY FEED.



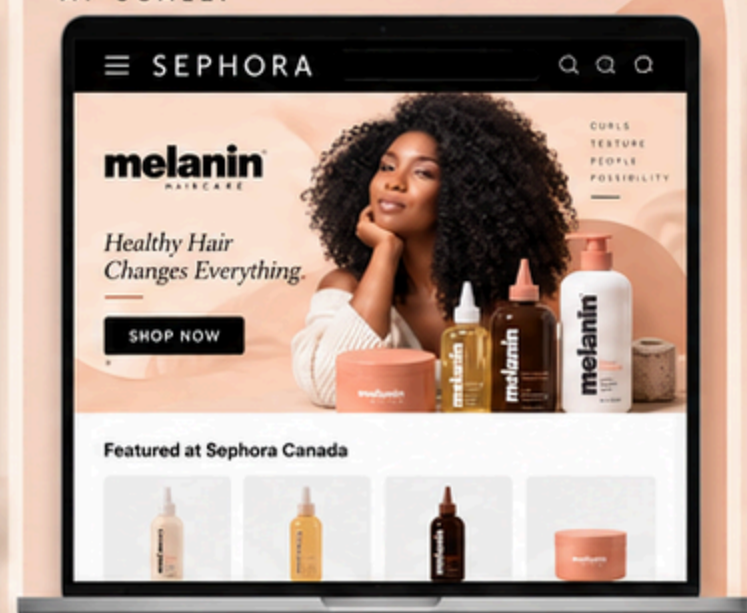
Email / CRM

A CLOSER
CONNECTION.



Sephora.com

DISCOVERY
AT SCALE.



PR

A BIGGER
CONVERSATION.



In-Store

A BEAUTIFUL
WELCOME.



Experiential

COMMUNITY
IN REAL LIFE.



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HAIRCARE



SEPHORA
CANADA

Results & Impact

REAL GROWTH. A BIGGER TOMORROW.

*Healthy
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POSSIBILITY

104

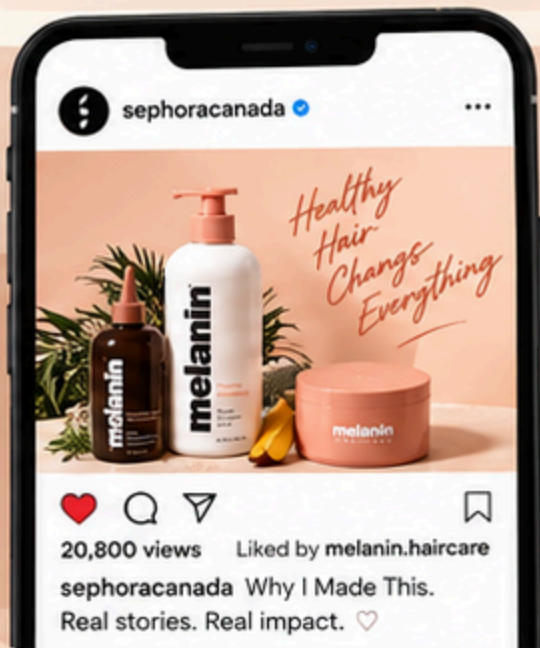
Sephora Canada
locations

+23%

YoY revenue
growth

2,004

Retail doors
globally



Retail co-marketing

Sephora's "Why I Made This" founder story was reposted on Melanin's channel and drove **20.8K views** and **1.5K likes** in the first hour.

2023 company-level growth and global retail reach shown for launch-year context.

