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Sephora makes Queensland's beauty dreams come true with Gold Coast store

Sarah Carty - Yahoo7 Be on June 20, 2016, 10:09 am

This is not a drill.

Beauty lovers: get your purses at the ready because Sephora has just announced they will be opening a store on the Gold Coast.

The beauty mecca is expanding and its set to open its first Queensland store at the Gold Coast's Pacific Fair Shopping Centre in Broadbeach this July.



Sephora is set top open it's doors at the Gold Coast's Pacific Fair Shopping Centre in July.
Picture: Sephora

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This will be Sephora's fourth Australian store after opening its first store in Sydney's Pitt St Mall during December 2014.

The beauty giant, owned by LVMH, also has stores in Sydney's Macquarie Centre and Melbourne Central, contributing to its strong list of more than 2500 stores worldwide.

Country Manager from SEPHORA Australia, Libby Amelia, says the beauty empire is thrilled Sephora is branching out to the Gold Coast.

"It is a very exciting time for Sephora Australia with the announcement of our new store, Pacific Fair. After such great success with our first three stores, there has been much anticipation and demand for Sephora from beauty lovers across the nation," Ms Amelia said.



Sephora already has three stores in Australia.

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Exclusive beauty brands including Marc Jacobs Beauty, Tarte, Kat Von D, Cover Fx, **Nudestix**, Beauty Blender, Ole Henriksen, Formula X and Sephora Collection, as well as other beauty faves, are all available at the much-loved beauty store.

The new Pacific Fair store is part of a \$670 million redevelopment of the Gold Coast centre that commenced in January 2014.

The 445sqm store will incorporate some additional fixtures including a new beauty studio, to support Sephora's complimentary and paid services.

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