

Rhode at Sephora: Hailey Bieber's Beauty Brand Hits Big Leagues

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Hailey Bieber officially brought her beauty venture, Rhode, into Sephora stores across the U.S. and Canada on September 4, 2025—a strategic leap from digital-only sales into mainstream retail. Sephora plans to extend the launch to the UK later this fall, making it one of the retailer's most significant brand introductions in North America history.

This milestone comes just three months after Rhode's acquisition by e.l.f. Beauty in a deal valued at \$1 billion, cementing the brand's rapid ascent in the beauty world.

From Online Sensation to Retail Reality

Since launching in 2022 with a lean portfolio of just three products, Rhode quickly became a social media darling, bolstered by viral formulations like the Peptide Lip Tint and Glazing Milk. By 2025, the brand expanded into hybrid makeup and skincare products, such as the Pocket Blush and Peptide Lip Shape.

At Sephora, customers will find Rhode's core offerings—including the lip line, bestselling skincare essentials, and blush—along with previously limited-edition treatments like Strawberry Glaze, Salty Tan, and Jelly Bean, now integrated into the permanent lineup.

According to *Vogue Business*, Rhode had generated \$248 million in earned media value (EMV) in 2024 alone, signaling immense cultural influence and brand visibility.

The Retail Strategy Behind the Launch

Rhode's entry into Sephora represents more than expansion—it signals the brand's evolution from a direct-to-consumer disruptor to a polished, global player. As Rhode's co-founder and president Lauren Ratner puts it, the partnership is about meeting consumers where they already shop, enhancing visibility and engagement.

Hailey herself remains at the creative helm as chief creative officer and head of innovation, actively involved in every aspect of product development and marketing—even as e.l.f. provides the brand with global scalability.

Sephora's merchandising team is equally enthusiastic. Global Chief Merchandising Officer Priya Venkatesh stated, "We couldn't be more excited to welcome Rhode... starting in the U.S. and Canada, followed by the UK."

Celebrating with Style: The Times Square Launch Event

Hailey Bieber marked the Sephora debut with an eye-catching fashion statement. At the Times Square flagship, she wore a silvery two-piece suit from Donna Karan's 1996 collection—the same year she was born. Styled by Dani Michelle, the archival ensemble provided both a nostalgic nod and a high-fashion moment.

Her fashion versatility was on full display—switching from a gray co-ord with plunging neckline and mini skirt to tailored black trousers paired with lingerie-as-outerwear under a butter-yellow leather blazer, all showcasing her signature blend of boldness and sophistication.

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