



Press release

Sephora President & CEO to Deliver Opening Keynote at NRF 2025: Retail's Big Show Europe

Paris, June 5th, 2025 – Guillaume Motte, President & CEO of Sephora, will take center stage at the first edition of [NRF 2025: Retail's Big Show Europe](#), held in Paris from September 16 to 18, 2025. During a keynote titled **“We Belong to Something Beautiful”**, Motte will discuss Sephora’s core belief that beauty thrives on diversity and discovery, and how the company is working to create a more inclusive, inspiring world where everyone can feel seen, celebrated, and beautiful. where everyone can feel seen, celebrated, and beautiful.

Motte will explore the “magic formula” behind the company’s continued success: a carefully curated portfolio of brands, seamless omnichannel experiences, a passionate network of 74 million loyal customers, and expert beauty advisors.

Since being founded 50 years ago in Limoges, Sephora now leads the global prestige beauty retail market with 56,000 employees, more than 3,200 stores, and 500 brand partners across 35 countries.

Motte’s address will kick off three days of [NRF 2025: Retail's Big Show Europe](#), a conference and expo featuring keynotes, breakout sessions, networking, and live demonstrations of the latest technology and innovations from more than 450 international exhibitors. The event theme is “Retail Together” and will explore topics including artificial intelligence, the circular economy, customer loyalty in the digital age, new experiential formats, and the transformation of the purchasing journey.

For more information: <https://www.nrfbigshoweurope.com>

Press accreditation : [NRF 2025 press badge](#)

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About Retail's Big Show Europe

Europe's most important retail event will take place in Paris from 16 to 18 September 2025. Be inspired by top retail leaders from across Europe in one of the world's most dynamic, consumer-focused markets. Over three days, retail professionals from around the globe will gain access to high-level content, explore the latest industry solutions and innovations, and discover cutting-edge technologies in the Innovation Lab and Startup Zone.

 nrfbigshoweurope.nrf.com

About NRF

The National Retail Federation (NRF) passionately advocates for the people, brands, policies, and ideas that drive retail success. Headquartered in Washington, D.C., NRF supports the industry that powers the economy. Retail is the largest private-sector employer in the United States, contributing \$5.3 trillion to annual GDP and supporting more than one in four American jobs — 55 million workers. For over a century, NRF has represented every retailer and retail employee by informing, inspiring, and showcasing the industry's powerful impact on local communities and the global economy.

 nrf.com

About Comexposium

Comexposium Group is one of the world's leading event organisers, creating events that bring communities together to explore businesses, passions, and interests. Comexposium hosts more than 150 trade and consumer events, connecting 48,000 exhibitors with 3.5 million visitors year-round. In the retail sector, Comexposium is behind market-leading brands such as NRF Retail's Big Show, Siec, One-to-One events in France and Monaco, Franchise shows in the U.S., and ad:tech and iMedia in the Asia-Pacific region.

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