# Sephora and Haus Labs deepen Pride commitment with $1 donation to Born This Way Foundation



Sephora and Haus Labs by Lady Gaga have recently expanded their collaborative efforts with the launch of an initiative designed to celebrate Pride Month. This partnership features a film starring Lady Gaga that promotes messages of inclusivity, kindness, and joy, while also spotlighting the Sephora Classes for Confidence programme. As part of this campaign, the brands have committed to donating $1 from every Haus Labs product sold between June 1 and June 30 to the nonprofit organisation, Born This Way Foundation. This initiative aligns with the foundation's broader mission to support mental health and promote acceptance and support for all, particularly within the LGBTQ+ community.

Deborah Yeh, Global Chief Marketing Officer at Sephora, articulated the company's dedication to championing an inclusive environment. “At Sephora, we're driven by our Purpose to champion a world of inspiration and inclusion where everyone can celebrate their beauty,” she stated, highlighting Lady Gaga as a powerful figure embodying these values. The collaboration taps into a growing trend within the beauty industry, where brands increasingly utilise celebrity partnerships to bring authenticity and emotional resonance to their campaigns surrounding social causes.

Haus Labs, founded by Lady Gaga as a clean artistry makeup brand, is positioned at the forefront of these inclusive beauty movements. The brand has gained traction not only for its innovative, high-performance products but also for its commitment to philanthropic initiatives. In previous collaborations, such as one launched in May 2020, Haus Labs pledged to donate $1 from each website transaction to the Born This Way Foundation, ensuring that mental health awareness remains a core focus. This ongoing commitment reflects a broader movement within the beauty and personal care sectors, as brands strive to meld social responsibility with marketing.

The current Pride Month initiative follows the brand's successful expansion into 480 Sephora locations across the United States and Canada in September 2022, which marked a significant milestone for Haus Labs. This expansion also introduced groundbreaking products, such as the TriClone™ Skin Tech Foundation and the Bio-Blurring Loose Setting Powder, making high-quality cosmetics more accessible. Looking ahead, Haus Labs is set to debut at Sephora within Kohl's stores and on their website starting August 26, 2024. This launch signifies a concerted effort to reach a broader audience while maintaining a commitment to the values of diversity and inclusivity.

Furthermore, the brand's recent foray into European markets underscores its growing international presence. Beginning in March 2024, Haus Labs became available in twelve European countries through Sephora. This expansion is designed to cater to a diverse range of consumers, with products fully aligned with the ethos of clean artistry — free from harmful ingredients and cruelty-free. As retailers like Sephora continue to evolve their strategies to incorporate social impact initiatives, they are also responding to consumer demand for brands that reflect their values, thus enhancing customer loyalty and engagement.

As the collaboration between Sephora and Haus Labs unfolds, it encapsulates a significant shift in the beauty industry towards more inclusive and purpose-driven practices. By intertwining their brand narratives with broader social movements, these companies not only redefine beauty standards but also pave the way for more profound consumer connections and community impact.

## Reference Map:

* Paragraph 1 – [[1]](https://www.trendhunter.com/trends/sephora-and-haus-labs-by-lady-gaga), [[4]](https://www.prnewswire.com/news-releases/haus-labs-by-lady-gaga-expands-to-480-sephora-stores-across-united-states--and-canada-in-sync-with-groundbreaking-foundation-launch--sephora-campaign-301621631.html)
* Paragraph 2 – [[1]](https://www.trendhunter.com/trends/sephora-and-haus-labs-by-lady-gaga), [[3]](https://www.goodmorningamerica.com/style/story/lady-gagas-haus-laboratories-born-foundation-partner-support-70456165), [[2]](https://www.prnewswire.com/news-releases/haus-labs-by-lady-gaga-to-launch-in-sephora-at-kohls-302230022.html)
* Paragraph 3 – [[5]](https://www.sephora.com/brand/haus-labs-by-lady-gaga/), [[4]](https://www.prnewswire.com/news-releases/haus-labs-by-lady-gaga-expands-to-480-sephora-stores-across-united-states--and-canada-in-sync-with-groundbreaking-foundation-launch--sephora-campaign-301621631.html)
* Paragraph 4 – [[6]](https://www.prnewswire.com/news-releases/haus-labs-by-lady-gaga-launches-in-europe-exclusively-with-sephora-across-12-eu-countries-302098757.html), [[7]](https://www.retaildive.com/news/haus-labs-by-lady-gaga-doubles-down-on-europe/711649/)
* Paragraph 5 – [[1]](https://www.trendhunter.com/trends/sephora-and-haus-labs-by-lady-gaga), [[2]](https://www.prnewswire.com/news-releases/haus-labs-by-lady-gaga-to-launch-in-sephora-at-kohls-302230022.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.trendhunter.com/trends/sephora-and-haus-labs-by-lady-gaga> - Please view link - unable to able to access data
2. <https://www.prnewswire.com/news-releases/haus-labs-by-lady-gaga-to-launch-in-sephora-at-kohls-302230022.html> - Haus Labs by Lady Gaga, a pioneering clean artistry makeup brand, is set to debut across Sephora at Kohl's stores nationwide and on kohls.com starting August 26, 2024. The launch will feature a diverse selection of Haus Labs products, including best-sellers, award-winners, and all 51 shades of the Triclone Skin Tech Foundation. This expansion marks a significant milestone in the brand's partnership with Sephora, aiming to bring high-tech, high-performance, and high-pigment products to a broader audience in the United States.
3. <https://www.goodmorningamerica.com/style/story/lady-gagas-haus-laboratories-born-foundation-partner-support-70456165> - In May 2020, Haus Laboratories, Lady Gaga's makeup brand, partnered with the Born This Way Foundation to support mental health awareness. The initiative pledged to donate $1 from every transaction on the brand's website to the foundation's efforts. Lady Gaga expressed her commitment to building a company that supports charitable causes, emphasizing the importance of mental health resources and awareness.
4. <https://www.prnewswire.com/news-releases/haus-labs-by-lady-gaga-expands-to-480-sephora-stores-across-united-states--and-canada-in-sync-with-groundbreaking-foundation-launch--sephora-campaign-301621631.html> - In September 2022, Haus Labs by Lady Gaga expanded into 480 Sephora stores across the United States and Canada. This rollout coincided with the launch of three groundbreaking clean complexion products: TriClone™ Skin Tech Foundation, Bio-Blurring Loose Setting Powder, and the Haus Labs Foundation Brush. The expansion aimed to bring the brand's innovative products to a wider audience, marking a significant milestone in its growth.
5. <https://www.sephora.com/brand/haus-labs-by-lady-gaga/> - Haus Labs by Lady Gaga is a vegan and cruelty-free cosmetics brand launched by Lady Gaga, offering a range of high-impact eye makeup, lipsticks, highlighters, and more. The brand emphasizes clean artistry, combining high-tech, high-performance products with skin-loving ingredients. Available exclusively at Sephora, Haus Labs encourages self-expression and inclusivity, with all products formulated without certain ingredients that are potentially harmful to human health and the environment.
6. <https://www.prnewswire.com/news-releases/haus-labs-by-lady-gaga-launches-in-europe-exclusively-with-sephora-across-12-eu-countries-302098757.html> - In March 2024, Haus Labs by Lady Gaga expanded exclusively with Sephora across 12 European countries, following a successful UK launch. The brand introduced its innovative, best-selling, and award-winning beauty products in stores and online across France, Italy, Spain, Portugal, Sweden, Denmark, and Germany. Online availability was extended to Switzerland, Greece, Romania, Poland, and the Czech Republic, marking a significant milestone in the brand's global expansion.
7. <https://www.retaildive.com/news/haus-labs-by-lady-gaga-doubles-down-on-europe/711649/> - After a successful launch in the UK, Haus Labs by Lady Gaga began selling products in 12 European countries via Sephora in March 2024. Products were available in Sephora stores and online across France, Italy, Spain, Portugal, Sweden, Denmark, and Germany. Shoppers in Switzerland, Greece, Romania, Poland, and the Czech Republic could purchase products on the retailer’s website only. To coincide with the launch, Lady Gaga and content creator NikkieTutorials teamed up with Sephora Europe for a livestream across the retailer's e-commerce platforms and social channels in the regions.