

Wigdor LLP Files Discrimination Class Action Against Sephora

November 20, 2014 • News & Press

Wigdor LLP currently represents the Plaintiffs in a federal racial profiling class action law suit against beauty mogul Sephora. The Complaint alleges that the company discriminated against individuals perceived to be of Chinese/Asian descent, based on their surnames and/or domain addresses, and proceeded to block and/or deactivate their accounts during an online reward member sale. As alleged, Sephora engaged in this discriminatory conduct based on the stereotype that Chinese/Asian customers make bulk purchases for resale.

View The Complaint: [Read PDF](#)

KPIX News

"KPIX Eyewitness News at 11pm"

Reuters

"Sephora discriminated against Asian Customers, lawsuit Claims"

November 19, 2014

[Read Online](#)

[Read PDF](#)

Jezebel "Women File Class Action Suit Against Sephora for Alleged Racism"

November 19, 2014

[Read Online](#)

[Read PDF](#)

Mail Online

"Sephora accused of stopping Asian women buying its products by blocking their online accounts"

November 20, 2014

[Read Online](#)

[Read PDF](#)

Cosmopolitan

"New LawsUIT Alleges Sephora Engaged in Racial Profiling, Discrimination"

November 20, 2014

[Read Online](#)

[Read PDF](#)

National Law Journal

"Suit Alleges Sephora Discriminated Against Online Customers"

November 21, 2014

[Read Online](#)

Read PDF

Bloomberg Business Week

"Is Sephora Discriminating Against Asians"

[Read Online](#)

[Read PDF](#)

ABC7 News

"Attorney's Attempt To Resolve Sephora Discrimination Lawsuit"

October 29, 2015

[Read Online](#)

[Read PDF](#)

WNBC News

"News 4 New York at 5pm"

November 19, 2014

Consumerist

"Asian-American Sephora Customer with Closed Accounts File Discrimination Lawsuit"

November 19, 2014

[Read Online](#)

[Read PDF](#)

China Daily USA

"Asian women accuse Sephora of discrimination in blocking accounts"

November 20, 2014

[Read Online](#)

[Read PDF](#)

Daily News

"Sephora deactivates thousands of Asian customers' accounts due to racial stereotype: suit"

November 19, 2014

[Read Online](#)

[Read PDF](#)

Law 360

"Sephora sued for deactivating Asian customers' accounts"

November 19, 2014

[Read Online](#)

[Read PDF](#)

Vogue

"Sephora Faces Racial Discrimination Lawsuit"

November 21, 2014

[Read Online](#)

[Read PDF](#)

MTV News

"Sephora Has A Racial Discrimination Lawsuit On Its Hands; And it ain't pretty"

November 21, 2014

[Read Online](#)

[Read PDF](#)