

**Bustle and Sephora Collection Debut "The Beauty Lab,"
A Shoppable Instagram Stories Series**

*-The series marks Sephora Collection and Bustle's first shoppable
beauty series on Instagram Stories-*

New York, NY — April 28, 2017— Bustle, the largest independent media property for millennial women, reaching 50 million unique readers each month, and Sephora Collection, the prestige beauty retailer's award-winning private-label brand of cosmetics, skincare, and tools and accessories, announced today they are partnering on "The Beauty Lab," Bustle's first shoppable Instagram Stories series featuring products from Sephora Collection. The collaboration also marks Bustle's first multi-episode Instagram Stories series created exclusively with a partner.

Consisting of four weekly episodes, "The Beauty Lab" will be co-hosted by Bustle Branded Beauty Editor Irma Elezovic, and Sephora Collection National Makeup Artist Helen Phillips, and will feature 15 products from Sephora Collection. Each episode will showcase a new beauty challenge: Highlighting, Uncomplicated, Bold Lips 101, Matte For Summer, and The Brush Up. Viewers can shop the items via swiping in the Instagram Story, through a series of endorsed posts on Bustle's Instagram, and through mobile-led branded content features and high-impact display media on Bustle.com.

"We're always looking to create new branded content experiences for our partners and this program is the perfect opportunity to connect social and mobile to commerce—which is how we know our readers now shop," said Bustle Chief Revenue Officer Jason Wagenheim. "We're excited to have Sephora Collection as our first partner for this shoppable beauty series, and we've created a robust social and mobile commerce ecosystem around it that's designed to lift awareness for the brand and inspire purchase."

Bustle has invested heavily in recent months in producing content for Instagram and its Stories feature, and has since delivered millions of views to its highly-engaged fan base.

"Bustle's unique approach to Beauty content paired with their social-first programming, make them the perfect partner for Sephora Collection," said Deborah Yeh, SVP of Marketing and Brand for SEPHORA. "We're excited to bring our Sephora Collection clients smart content that's digitally connected, leveraging beauty insiders like our own Helen Phillips to help them navigate their beauty concerns in a fun and relevant way."

To learn more about Sephora Collection, browse content, learn about product and more, please visit Sephora.com, or follow Sephora Collection.

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