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**Sephora location**

Beauty products retailer Sephora will open a location inside JCPenney at the Stirling Lafayette Shopping Center, the first of its kind in Louisiana.

Sephora locations are typically stand-alone, like the one at The Boulevard at the Mall of Louisiana in Baton Rouge. But the one inside JCPenney will be 1,500 square feet and in the center of the store, offering 50 brands.

Sephora bills itself as the first beauty retailer to employ the an “open-sell philosophy,” allowing customers “to touch, play, and try everything from lip glosses to blushes, skincare to fragrance.”

The Sephora in JCPenney will open Aug. 1.