

# Wigdor LLP Files Discrimination Class Action Against Sephora

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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.

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## **KPIX News**

*"KPIX Eyewitness News at 11pm"*

## **Reuters**

*"Sephora discriminated against Asian Customers, lawsuit Claims"*

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

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## **Mail Online**

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

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## **Cosmopolitan**

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

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## **National Law Journal**

*"Suit Alleges Sephora Discriminated Against Online Customers"*

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**Bloomberg Business Week**

*"Is Sephora Discriminating Against Asians"*

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**ABC7 News**

*"Attorney's Attempt To Resolve Sephora Discrimination Lawsuit"*

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**WNBC News**

*"News 4 New York at 5pm"*

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**Consumerist**

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

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**China Daily USA**

*"Asian women accuse Sephora of discrimination in blocking accounts"*

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**Daily News**

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

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**Law 360**

*"Sephora sued for deactivating Asian customers' accounts"*

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**Vogue**

*"Sephora Faces Racial Discrimination Lawsuit"*

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**MTV News**

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

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