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Sephora opens 2,300 s/f store inside JCPenney at Dartmouth Mall

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Sephora inside JCPenney, a beauty retailer providing signature cosmetics, skincare, hair care and men's and women's fragrances, is now open at Dartmouth Mall. As the exclusive beauty offering in JCPenney, the 2,300 s/f store has a team of specially trained consultants, as well as the Beauty Studio, Sephora's destination for free one-on-one sessions with its experts. It features over 200 brands, including Urban Decay, Make Up For Ever and NARS.

"The opening of Sephora inside JCPenney enhances Dartmouth Mall's shopping experience and adds convenience for mall shoppers," said Pennsylvania Real Estate Investment Trust (PREIT) group marketing director Beth Zager.

Wet Seal also recently opened at Dartmouth Mall, next to JCPenney.

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