

UNiDAYS, British Beauty Council and Sephora UK launch student mentorship and grant programme to nurture the Future of Beauty

31 MARCH 2025 - Launching today, The Student Shadow Board, will see young people from across the UK apply to receive mentorship and grant support as part of a new initiative from the British Beauty Council, UNiDAYS and Sephora UK.

Tapping into UNiDAYS' 29 million student-member base, the programme has already received more than 700 registrations from students who are eager to shape the future of beauty.

Upon launch, students will be asked to pitch their future-facing beauty solutions across topics including innovation & technology, sustainability, creativity, marketing and science.

The applicants will be shortlisted before being put in front of a panel of beauty experts. Winner of Forbes 30 under 30 Hall of Fame, ranked on The Times Beauty Rich List, and Founder of Vieve, Jamie Genevieve, will head up the judging panel, joined by experts from the British Beauty Council, UNiDAYS and renowned retailer Sephora UK.

Five winners will be chosen, and will go on to receive mentorship opportunities via a programme of exclusive events. Each winner will also receive a £3000 grant as part of the initiative.

Jamie Genevieve, British Beauty Council Advisory Board Member, said: 'I am delighted to be judging The Student Shadow Board. This is an amazing opportunity to spotlight the power of next-generation talent for the beauty industry, something which personally resonates with me as I found my feet as a makeup artist as a student. It will be inspiring to witness the professional development of the winners throughout the programme.'

Sephora UK is the lead financial supporter of the initiative, with Sabina Ellahi, Head of PR & Communications, acting as a judge.

On the launch of The Student Shadow Board, Ellahi said: 'Sephora UK is dedicated to nurturing young talent and ensuring accessible opportunities are present for students who are keen to break into the industry — which is why this initiative feels perfectly aligned to our ongoing work as we continue to grow our footprint in the UK. The beauty industry is ever evolving and we must ensure young people are given every opportunity to thrive in this exciting sector.'

The Student Shadow Board sits within the British Beauty Council's 'Talent & Careers' pillar, which is committed to ensuring clear routes to careers in the beauty industry are accessible to young people, and better educational practices are implemented industry-wide.

Millie Kendall OBE, CEO of the British Beauty Council, said: ‘Young people are the brains of tomorrow’s beauty industry, so this is the perfect opportunity to scout some of the most impressive young talent. Not only that, the next generation are more in touch with the workings of the beauty industry than any other generation, so why not tap into their ideas to propel our sector forward? We are delighted to be collaborating with Sephora UK and UNiDAYS on this initiative.’

Jessica Hewitt, Beauty Category Lead at UNiDAYS, reinforces the importance of tapping into future generations, saying: ‘At UNiDAYS, we’re thrilled to partner with the British Beauty Council and Sephora on The Student Shadow Board initiative. This programme isn’t just about mentorship and grants - it’s about giving students a genuine seat at the table where industry decisions are made. We recognise that today’s beauty students are tomorrow’s visionaries, and we’re committed to empowering them to shape the future of an industry they already influence so profoundly.’

The winners will be chosen via a number rating system which will cover areas such as creativity, proactivity, initiative taken and implementation. Entries to the programme will close in April 2025, with winners announced in May 2025, mentorship and events will follow.

You can find out more about the Shadow Board [here](#).

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Editor’s Notes:

1. About the British Beauty Council

The British Beauty Council is a not-for-profit organisation dedicated to solving beauty’s shared challenges. It represents the wider industry by generating conversation with Government and industry to tackle issues facing the industry today and in the future. The Council collaborates with a diverse network of patrons and affiliates so that every sector within the beauty industry can thrive.

2. About UNiDAYS

UNiDAYS is the world’s leading Student Affinity Network, with a verified global audience of over 30 million members across 113 markets. UNiDAYS works with 800 of the world’s biggest brands globally, taking their products and services into the hearts and minds of tomorrow’s professionals, by inspiring Gen Z to discover and connect with the brands and services they need. Its global members have spent more than \$5 billion through the UNiDAYS marketplace since 2018.

Through its verification technology, secure brand-safe environment and marketing solutions, UNiDAYS delivers reach and engagement for brand partners, maximising sales and building long-term affinity, at scale and speed across a full range of channels.

The company has nearly 300 staff, with headquarters in London, UK, and with offices in New York and Sydney, and is headed up by Co-Founder, Jon Hawley.

3. About Sephora UK

Sephora is the world's leading global prestigious beauty retail brand. With 52,000 passionate employees operating in 34 markets, Sephora connects customers and beauty brands within the world's most trusted and dynamic beauty community. They serve a highly engaged community of hundreds of millions of beauty followers across our global omnichannel network of more than 3,000 stores and iconic flagships, and our e-commerce and digital platforms, offering personalised and immersive seamless experiences across every touchpoint. With a curation of close to 500 brands and their own label, Sephora Collection, Sephora offer the most unique and diverse range of prestige beauty products, tailored to our customers' needs from fragrance to makeup, haircare, skincare and beyond, as we constantly reimagine the world of prestige beauty.

Since their inception in 1969 in Limoges, France and as part of the LVMH Group since 1997, Sephora have been disrupting the prestige beauty retail industry. Today, they continue to break with convention to drive their mission to expand the way the world sees beauty and empower the extraordinary in each of us.