**PAIN POINT:**

Sephora is a French multinational retailer of personal care and beauty products. Sephora does not have a chain store in Israel, therefore if anyone wants to order from Sephora, they need to have it shipped from Europe Which would require from them an extra payment for shipping. Sometimes the shipping could even be double the price or the same price as the actual order. I believe that is the pain point That people get stuck at. They find it not worth it to spend so much money on a shipment plus on products with a higher price point.

Currently I have not found any existing website that you can access every high-end luxury brand that is being sold in the US That makes it easy to have it delivered to Israel without having to spend your whole budget. Everything I found required either expensive shipping or a very long wait to receive the product.

**WHAT I WOULD LIKE THE WEBSITE TO DO:**

I would like for a Sephora or even a different store to have luxury products be delivered to our door without having to Pay so many extra fees, where I am able to order any product from any high-end luxury brand and have it be shipped without any extra fees in less than 3-4 days.