Proskauer

Proskauer Advises Experienced Capital on Acquisition of VIOLETTE_FR

December 6, 2024

PARIS, December 6, 2024 – Proskauer, a leading international law firm, announced today that it advised Experienced Capital (ECP), a growth capital fund based in Paris focused on aspirational brands, on its acquisition of a stake in VIOLETTE_FR.

The investment is part of a Series B fundraising round led by Silas Capital, a U.S.-based growth equity fund specializing in the consumer sector, alongside Monogram Capital Partners and Felix Capital.

Founded in 2021, VIOLETTE_FR quickly became a reference in the beauty market— in the U.S., France, and internationally— for its ability to redefine the codes of contemporary beauty and its multi-category products that are both highly creative and environmentally friendly.

This fundraising will allow VIOLETTE_FR to take a significant step forward in its development, focusing on several key strategic priorities: innovation and product development, strengthening logistics and investing in inventory to support expansion in the U.S. and internationally, technological investment, tactical recruitment, and CSR engagement.

The Proskauer team was led by partner Matthieu Lampel and included counsel Aymeric Robine (M&A).

About Proskauer

The world’s leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Our premier M&A practice is distinguished by the combination of our transactional strength and deep sector knowledge. We are a destination firm for large-cap and middle-market deals with extensive expertise in the structural, cultural and procedural issues that are often at the center of complex, cross-border transactions. From London to New York, Paris to Los Angeles and across the globe, organizations turn to our lawyers for their most significant and transformative transactions. Our multi-disciplinary team offers actionable insights, sophisticated strategies and creative solutions that drive commercial success for our clients.

Related Professionals

- **Matthieu Lampel**
  Partner
- **Aymeric Robine**
  Partner