Proskauer Advises Roxy Nails Co-Founders on Investment from CAP Invest and Premius Capital

July 17, 2025

PARIS, July 17, 2025 – Leading international law firm Proskauer today announced that it advised the founders of Roxy Nails, a direct-to-consumer brand and pioneer in the press-on artificial nails market, in connection with investments from two family offices: CAP Invest and Premius Capital

The transaction will help accelerate the brand's development, particularly in relation to international expansion.

The young brand can now rely on the expertise of Cap Invest and Premius Capital, renowned specialist investors in branding and beauty, to actively support them in their strategic planning, especially in structuring their teams and expanding into new distribution channels and geographical markets.

The Proskauer team included counsel Laurent Asquin and associates Fadoua Nounnouhi and Hugo Monteiro Vieira (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 highly regarded for our expertise combined with 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

- **Laurent Asquin**
  Partner
- **Hugo Monteiro Vieira**
  Associate
- **Fadoua Nounnouhi**
  Associate