Proskauer

Proskauer Advises Financing Sources on Partners Group's Acquisition of Aroma-Zone

November 17, 2026

LONDON AND PARIS, November 17, 2026 – Proskauer advised the financing sources in connection with Partners Group's acquisition of a majority stake in French beauty and wellness retailer Aroma-Zone.

Founded by the Vausselin family in 1999, Aroma-Zone sells beauty, wellness and self-care products through its stores and online. Since 2021, the company has tripled its revenue and grown its active customer base to more than five million. It has also expanded beyond France, with a growing presence in Belgium, Italy and the UK.

Partners Group has supported Aroma-Zone since 2021 through its European direct lending program. Aroma-Zone's previous majority shareholder, Eurazeo, will reinvest alongside Partners Group and retain a significant minority stake in the company.

The cross-border Proskauer team was led by partners Peter Mason, Philip Bowden, Jake Keaveny and Courtland Tisdale and included special counsel Brad Pawlak and associates Rebecca Xiao and Monica Shah (Global Finance). The team also included Paris-based partner Maud Manon and counsel Bruno Valenti (Global Finance); partner Laurent Asquin and counsel Gautier Valdiguie (Private Equity M&A) and partner Gwenaël Kropfinger (Tax).

About Proskauer

Proskauer is an elite global law firm with more than 900 lawyers in key financial centers in the United States, Europe, South America, and Asia. Our clients include many of the world's leading businesses, including asset managers, banks, listed corporations, and private companies. We have deep expertise in several of the fastest-growing and dynamic segments of the market, including sports, technology, life sciences, and health care. We represent hundreds of asset managers across a wide spectrum of sectors and strategies, including private equity, private credit, hedge, real assets, secondaries, and capital solutions.

Proskauer's Global Finance Group is well positioned to engage in transactions around the world and includes an expanding focus on infrastructure transactions at the intersection of private equity and traditional project finance. Our clients include financial institutions, direct lenders, private equity sponsors, public and closely held companies, asset managers, investment funds, infrastructure investors and operators, private wealth funds and family offices. The diversity of our finance and capital market practices gives us unparalleled market knowledge of overlapping and evolving areas, and our representation of lenders and borrowers, issuers and underwriters provides us with the ability to appreciate critical deal points from the perspective of all parties to the transaction.

Related Professionals

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