

Violette_FR Lands Series B Funding

The round was led by Silas Capital, alongside Experienced Capital.



Violette Serrat

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Violette_FR, the beauty brand founded by New York-based, French-born makeup artist Violette Serrat, has raised series B funding.

The funding round was led by New York-based emerging growth equity firm Silas Capital, alongside Experienced Capital, a Paris-based operational growth equity fund. Monogram Capital Partners and Felix Capital also participated. Terms of the deal were not disclosed.

This new capital infusion will drive Violette_FR's next phase of growth, focusing on global expansion, product innovation and digital enhancement.

Violette Serrat, the company's founder, said: *"I've always approached my business with a long-term vision, akin to building a luxury maison rather than a high-growth startup. Because of this, I have carefully orchestrated my dream line of products while staying customer-centric and true to my instincts. We are thrilled to have a team of investors who continue to support us, allowing Violette_FR to thrive while maintaining the integrity of the brand and its unique position in the beauty landscape."*

Violette_FR launched in 2021, debuting the makeup artist's now 14-piece beauty collection, which includes makeup, skin care and hair care, with the goal of democratizing "French-girl" beauty.

Products include Boum-Boum Milk skin care spray, \$43, and the Bisou Balm sheer matte lipstick, \$29.

Brian Thorne, partner at Silas Capital and lead investor, said: “*Violette_FR stands out in the beauty landscape for its aspirational French brand appeal, driven by Violette’s authenticity and credibility, which resonate deeply with consumers.*”

Alban Gérard, partner at Experienced Capital, added: “*As a French investor, we are very proud to be joining Silas Capital and existing investors in backing such an aspirational French beauty brand as Violette_FR. Thanks to its unique and innovative positioning, and Violette’s impressive creative vision, we are fully convinced of the brand’s potential to become the next leading French beauty maison.*”

The brand previously raised a seed round led by Female Founders Fund, Felix Capital and Greycroft Ventures, followed by a series A in 2021 led by Monogram Capital Partners. These investments supported the brand’s initial direct-to-consumer push and expansion into multiple retail locations, including Le Bon Marché, Oh My Cream!, Mecca, and Moda Operandi. While DTC remains Violette_FR’s primary distribution channel, the brand plans a major retail partner announcement in 2025.

At the same time, the brand has been strengthening its team with a series of hires including Heidi Merris, who was appointed president in 2023. She previously worked at Pat McGrath Labs and Bobbi Brown among others.