

Luxury Beauty's Violette_Fr Enters Sephora With Plans To Stay Niche

"I'm here to complete, not to compete," says founder and CEO Violette Serrat, of her continued goals at a higher reach. *"We're only launching things that don't exist."*



Violette_Fr Bisou Blush collection

Par Dahvi Shira, publié le 24/02/2025

Will avoiding trends be a key to success for Violette_Fr in the long run? Time will tell, as the French luxury beauty brand just expanded its reach—with a Sephora partnership that began on Feb. 21, 2025. As Violette_Fr enters Sephora, it will be featured as either its Next Big Thing or as a dedicated gondola in 190 stores across North America, with Canada launching in March. The coveted venture coincides with recent completion of a Series B funding round led by Silas Capital, along with +74% growth YoY with a +104% growth in new customers (according to data provided for this article by the brand).

Overview Of Violette_Fr's Partnership With Sephora

"I want to create a brand that has a global reach but with a niche aspect," says founder and CEO Violette Serrat, whose hero products include Boum-Boum Milk skincare spray and Bisou Balm sheer matte lipstick. *"So how can we keep that, and how do we protect that? I'm sure the partnership will change a few things, but it's definitely not going to change the ethos of the brand. Sephora is so enthusiastic about the soul and the niche aspect of the brand that they are in this with us to protect it as well."*

The French, Brooklyn-based mom of two, who launched her brand in 2021, added, *"I could see that the more I was myself for the brand, the more enthusiastic Sephora was, so I didn't feel like I had to change*

anything or adapt to anything. I felt a lot of welcoming trust and celebration. It was really nice. I think it was key for them to see I was so committed."

Case in point? Foundation is currently off the table for Serrat, who previously worked as a beauty director, product developer and makeup designer for beauty giants, including Estée Lauder, Guerlain, Dior and full-circle Sephora.

"Investors would ask why I don't launch a foundation or powder, saying that people want more from me," she shares. "I always say I'm here to complete not to compete. There are so many brands on the market that people are confused about what to buy. Why am I going to launch another foundation?"

Referencing "amazing" foundations already present like the Haus Labs Triclone Skin Tech Foundation, Serrat goes on to say, *"I know I'll create a good formula for sure, and I'd work my ass off, but then I'd just be adding another product. I don't think I can deliver something to it that's gonna make it different. We're only launching things that don't exist, whether it's a color that's completely unique or it's the formula. If I don't see something with a vegan option, I'm going to make one that's vegan. I get pressure from investors like, oh, you should do more categories to grow the business. No, if I have an idea that solves a problem to add to the beauty industry, then I'll do it. But if not, then I'm not going to."*