

BUSINESS NEWS / MERGERS ACQUISITIONS

## Experienced Capital Partners Takes Minority Stake in French Brand Soeur

The investment firm founded by former Sandro, Maje and Claudie Pierlot executives now holds 40 percent of the company's capital.

By [Joelle Diderich](#) on May 30, 2016



PARIS — Experienced Capital Partners has taken a 40 percent stake in Brion Sisters, the parent company of the French contemporary brand Soeur, for an undisclosed sum.

The investment firm founded by former [Sandro](#), Maje and Claudie Pierlot executives Frédéric Biousse, Elie Kouby and Emmanuel Pradère bought a 33.3 percent stake formerly held by the EPI Group, which owns shoemaker J.M. Weston, Bonpoint children's clothes, Alain Figaret shirts and Piper-Heidsieck champagne.

The remainder was acquired via a capital injection. Domitille and Angélique Brion, the founders of the brand, own the remaining 60 percent stake in the company.

Founded in 2008 as a brand aimed at young girls, Soeur posted sales of 5 million euros, or \$5.5 million at average exchange, in 2015. It has six stores in France, an e-commerce site and a network of retail partners overseas.

The brand recently [teamed up with Inès de la Fressange](#) on a jean jumpsuit and matching tote bag.

"Soeur has managed to gain recognition in the highly competitive ready-to-wear market thanks to a distinctive identity combining refinement and authenticity," said Biousse.

"Soeur is part of a very small circle of aspirational brands with a strong potential for development in France and overseas," added Kouby and Pradère.

Experienced Capital recently completed a second round of funding, bringing the total amount at its disposal to 68 million euros, or \$75.5 million at current exchange. It plans a third and final round of funding by July that will raise its worth to around 75 million euros, or \$83.3 million.

The fund made its first investment in February, when it [took a minority stake in French men's wear label Balibaris](#).