

# Experienced Capital Partners Takes a 45% Stake in Maison Standards

The investment firm was created by former Sandro, Maje and Claudie Pierlot executives.

By [Laure Guilbault](#) on June 16, 2016



PARIS — Experienced Capital Partners has taken a 45 percent stake in Maison Standards for an undisclosed sum.

The investment firm founded by former [Sandro](#), Maje and Claudie Pierlot executives Frédéric Biousse, Elie Kouby and Emmanuel Pradère said it entered the capital of the French fashion label on June 9. The remaining stake in the company is mostly owned by Uriel Karsenti, the founder of the brand.

“Maison Standards innovates by introducing to France a disruptive business model in ready-to-wear: no intermediaries, no physical store, French quality basics at a right price, with prices being 30 to 40 percent inferior compared to other affordable luxury brands and thus returning the retail margin to its customers. Transparency in prices, explanations on fabrication and straight-talking are assets to woo customers and create loyalty,” stated Kouby and Biousse.




Maison Standards and Pascal Humbert  
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Maison Standards started with a spring 2013 collection and last year [collaborated with uniform designer Pascal Humbert on a collection of a dozen pieces.](#)

The transaction comes after Experienced Capital took a 40 percent stake in Brion Sisters, the parent company of the French contemporary brand Soeur in May and [a minority stake in French men's wear label Balibaris in February.](#)

Separately, Experienced Capital said it tapped Amélie Gillier as associate director in charge of style and artistic direction. Gillier is cofounder and artistic director of Zadig & Voltaire. She worked for Kenzo, Comptoir des Cotonniers and most recently Vestiaire Collective, the Paris-based luxury resale site.

In addition, the fund named Eléonore Baudry as associate director for marketing and digital and Anne-Catherine Héry as associate director responsible for production. Baudry joins from children's e-tailer Melijoe while Héry was production director at Iro.

 Sandro

