

BEAUTY / BEAUTY FEATURES

# Experienced Capital Partners Acquires L:A Bruket

The French investment firm has taken a 51 percent stake in the Swedish natural and organic skin care brand.

By [Jennifer Weil](#) on April 9, 2019



An L:A Bruket product  
Courtesy Photo

**PARIS** — Experienced Capital Partners has acquired **Swedish natural and organic skin care brand L:A Bruket** from its founders Monica Kylén and Mats Johansson, plus other individual shareholders.

The French investment firm said it has taken a 51 percent stake in the beauty concern, marking Experienced Capital's first investment in the cosmetics sector. Other terms of the transaction were not disclosed.

The deal comes at a time when natural and organic skin care are beauty categories swiftly on the rise.

Based in Varberg, Sweden, L:A Bruket was founded in 2008. Its products are made on the country's west coast and created with a philosophy that balances nature and tradition with modern, functional products. L:A Bruket gleans inspiration from the Swedish spa heritage.

The brand, which generated sales of 5 million euros last year, has more than 100 references spanning skin care, body care and home fragrance. Its products are sold in more than 50 countries.

With its investment, Experienced Capital plans to speed up L:A Bruket's digital expansion, bolster its ties with existing distributors, deepen the reach in markets where the brand is already present, selectively expand in retail and extend the product range.

"We are fully convinced the brand is ideally positioned to further accelerate and is poised for an impressive growth trajectory," Frédéric Biousse, Elie Kouby and Emmanuel Pradère, founders of Experienced Capital, said in a joint statement.

In taking a stake in L:A Bruket, Experienced Capital finalized the deployment and diversification of its first fund focused on affordable luxury.