



DATE OF ACQUISITION  
SUMMER 2019

COUNTRY  
FRANCE

SECTOR  
COSMETICS

FUND  
ECP II

STAKE  
41%

[OHMYCREAM.COM](http://OHMYCREAM.COM)

## Experienced Capital invests in Oh My Cream !

Experienced Capital («ECP») takes a 41% stake in Oh My Cream! («OMC»). The investment fund Eutopia, shareholder of OMC since 2016, also reinvests alongside ECP.

Oh My Cream! is the first investment of Experienced Capital's second fund ECP II, for which a first closing of €70m was completed last July, with a final target of €150m.

Oh My Cream! was founded in 2013 by Juliette Lévy (32, Essec), passionate about beauty, but frustrated back then by a standardised distribution offer dominated by institutional brands, with a lack of transparency and advice.

In a shifting beauty market moving towards green / clean beauty and more intimate and digital consumption habits, Juliette Lévy has created with OMC an ultra-expert and disruptive beauty concept-store aiming at offering a warm setting, with wise advisers and distributing c.40 niche brands (Tata Harper, REN Skincare, Patyka, John Masters Organic, Susanne Kaufman, etc.). In 2017, OMC also launched its own cosmetics brand Oh My Cream! Skincare to complete its third-party product offering with clean products for everyday essentials.

With an expected revenue of €13m in 2019 (50% digital and 50% physical) through 15 stores in Paris and the rest of France (including 10 to date), OMC aims to revolutionise the selective cosmetics distribution market and is already a strong, aspirational brand reshaping the codes of traditional cosmetics distribution.

The business plan ambition is to multiply revenue by 4 particularly through the acceleration of digital and retail expansion of the brand.

With this acquisition, ECP carries out its second investment in the cosmetics sector (after L: a Bruket in March 2019 through its first fund ECP I) and the first investment of ECP II, a fund currently in fundraising, investing €10m to €30m in premium brands in cosmetics, accessories, food, fashion, jewelery, furniture, leisure, and tech.

[www.ohmycream.com](http://www.ohmycream.com)

[www.excp.com](http://www.excp.com)

*Experienced Capital (ECP) is an operational investment fund dedicated to premium brands which was set up in 2016 by Frédéric Biousse, Elie Kouby and Emmanuel Pradère. Within three years, ECP has built a unique portfolio of brands, which it supports in their development thanks to a team of dedicated operational experts. ECP portfolio includes Balibaris, Soeur, Maison Standards, Le Slip Français, Figaret, Jimmy Fairly, Sessùn, BAM Karaoke Box, NV Gallery, L:a Bruket and Oh My Cream!.*

## Contacts

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