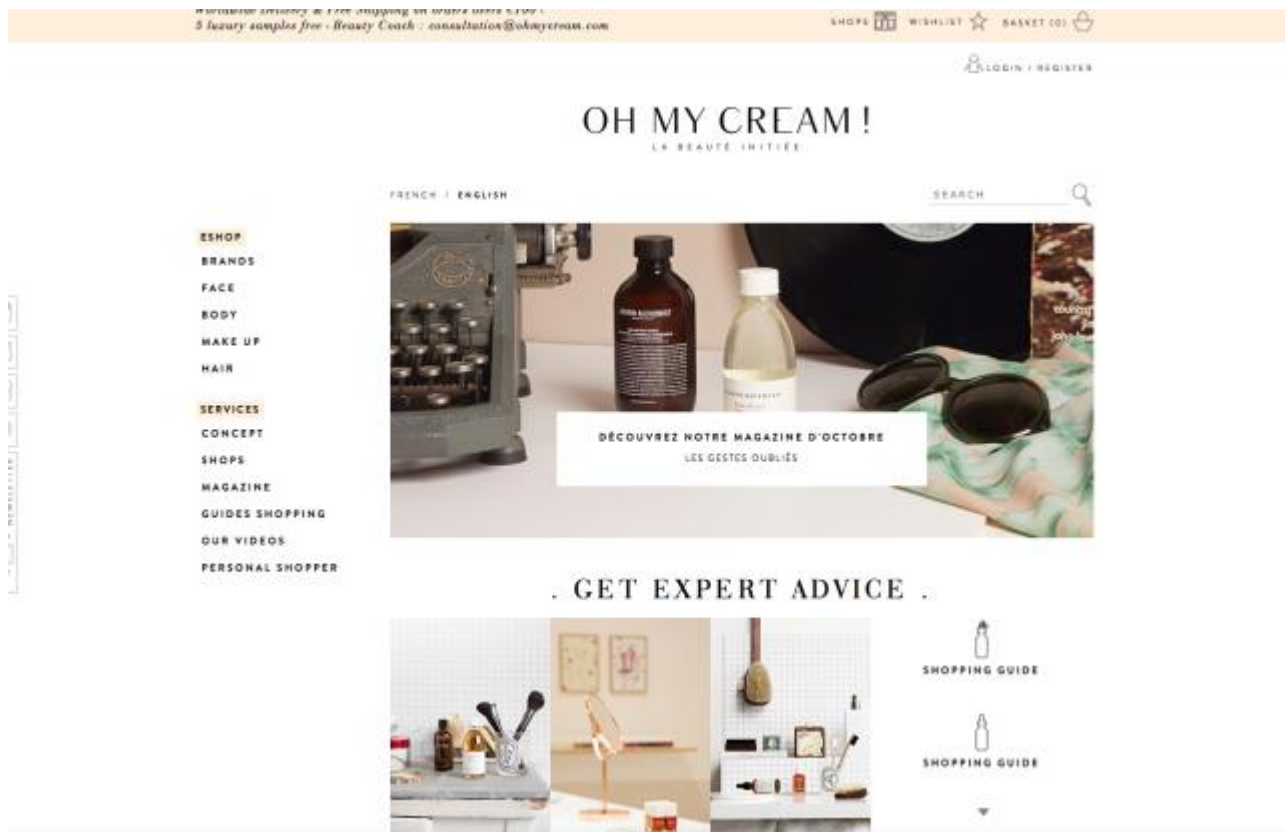


# Experienced Capital Buys Stake in Oh My Cream !

The French beauty retail business and skin-care line aims to quadruple sales by accelerating its digital and retail expansion.

By [Joelle Diderich](#) on September 4, 2019



Oh My Cream !'s homepage.  
Courtesy Photo

**PARIS** — Experienced Capital is expanding its beauty portfolio with the acquisition of a 41 percent stake in French beauty retail business and product line Oh My Cream !.

The deal is the first under ECP's second fund, which raised 70 million euros in a first round in July and has a target of 150 million euros, the French investment firm said in a statement. Investment fund Eutopia, a shareholder in OMC since 2016, is also reinvesting alongside ECP.

Other terms of the transaction were not disclosed.

[Founded in 2012 by Juliette Lévy](#), Oh My Cream ! began by selling niche brands such as Joëlle Ciocco, Dermalogica, Ren, Grown and Tata Harper online and through a network of concept stores, going on to introduce its own clean beauty [skin-care](#) line in 2017.

The brand expects to post sales of 13 million euros in 2019, with 50 percent of business generated online and 50 percent through its French store network, which is forecast to reach 15 locations by year-end. Oh My Cream ! aims to quadruple sales by accelerating its digital and retail expansion, ECP said.

The deal comes at a buoyant time for natural and organic skin care. It is ECP's second beauty venture following [the acquisition in April of a 51 percent stake in Swedish natural and organic skin-care brand L:A Bruket.](#)

In taking a stake in L:A Bruket, Experienced Capital finalized the deployment and diversification of its first fund focused on affordable luxury, totaling 78 million euros. Other brands in its portfolio include Sessun, Maison Standards, Soeur and Le Slip Français.

Its second fund will make investments of between 10 million euros and 30 million euros in premium brands, both physical and digital, in cosmetics, accessories, food, fashion, jewelry, furniture, leisure and technology, ECP said.