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Maisonette raises \$15M in Series A round

May 17, 2018



Maisonette is on the move. Image credit: Maisonette.com

By STAFF REPORTS

Online children's wear retailer Maisonette is planning to further grow its editorial ecommerce platform following the completion of a Series A funding round.

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Founded in 2017 by former *Vogue* staffers, Maisonette aims to fill a void in children's fashion and lifestyle retail, giving parents access to high-end goods in a single, content-driven environment. The \$300 billion children's market is highly fragmented, and Maisonette looks to be the definitive destination for everything from clothes and furniture to toys and gear.

"Today 90 percent of new parents are millennials who are shopping for their children in a completely different way and who value selection, quality and design when selecting products for their families," said Luisana Mendoza-Roccia, chief operating officer and co-founder of Maisonette, in a statement. "Our goal is to be the definitive shopping and editorial destination for children's fashion and lifestyle in the digital age across all categories and price points."

Growing market

Launched last March, Maisonette is positioned as a lifestyle destination for ages 0-12. The platform carries labels such as Bonpoint, Stella McCartney, Oeuf and Babyletto, allowing parents to outfit their children and their rooms.

Similarly to Farfetch, Maisonette aggregates merchandise from around 40 independent baby boutiques around the globe, allowing consumers to check out via ecommerce regardless of their location ([see story](#)).

Maisonette's oversubscribed Series A was led by its seed investor New Enterprise Associates (NEA). NEA's other investments include Jet.com, Casper, Goop and Moda Operandi.

"Maisonette has quickly become the authority and leading brand in this high-growth, under-penetrated category," said Tony Florence, general partner/head of technology investing at NEA, in a statement. "In just a year, they have established a devoted following of both customers and brands alike.

"I have no doubt that Maisonette is on its way to become the future of children's online retail, and we are excited to be a part of it," he said.



Maisonette aims to be a full lifestyle destination for kids. Image credit: Maisonette

The Series A also included new investors Draper Fisher Jurvetson's John Fisher and Pritzker Group Venture Capital, which also backed The Honest Company and Casper.

Additional investors were Thrive Capital, Lizzie and Jonathan Tisch, Vivi Nevo, Andrew Rosen and Marcus Wainwright.

"Our focus for year one was to create a strong brand and build supply," said Sylvana Ward Durrett, CEO and co-founder of Maisonette, in a statement.

"Now we are excited to partner with these world-class technology investors to continue to scale our ecommerce and mobile technology platform and build a powerful editorial platform to serve our audience as the ultimate resource for both content and commerce for children."

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