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Pat McGrath Labs gets \$60M investment from Eurazeo

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Pat McGrath Labs' Skin Fetish. Image credit: Pat McGrath Labs

By STAFF REPORTS

Makeup artist Pat McGrath's namesake cosmetics line has received a \$60 million investment from Eurazeo Brands, bringing its total outside funding to \$88 million.

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Through this investment, Eurazeo Brands has become a minority shareholder in Pat McGrath Labs, joining fellow investor One Luxury Group. Since launching in 2016, Pat McGrath has seen success with its runway-inspired products, drawing on the makeup artist's experience working on shows for brands including Prada and Louis Vuitton.

Expansion plans

With this latest addition of capital, Pat McGrath Labs plans to expand its U.S. distribution. Currently, the brand retails via Sephora and its own ecommerce site.

A number of Pat McGrath Labs products are top sellers at Sephora, and a number of the brand's launches have quickly sold out. For instance, when Gold 001 debuted, shoppers bought out the stock in six minutes ([see story](#)).



Pat McGrath Labs has created a number of sell-out products. Image credit: Pat McGrath Labs

Beyond the U.S., the company is also setting its sights on meeting global demand.

This fall, the brand will expand beyond eyeshadow, lipstick and eyeliner.

"It has always been my dream to create an iconic beauty brand that goes beyond the usual limitations, that lives

outside the parameters of what is expected," said Ms. McGrath in a statement. "I am thrilled to be working with the unique and expert team at Eurazeo Brands."

Pat McGrath Labs recently ushered in a new era of retail, which combines music and products for a highly tailored purchasing experience through innovation.

Music-streaming platform Spotify is crossing a major line into retail, which will allow users to purchase products related to an artist of interest without having to leave the application. The new line of Pat McGrath Labs will be touted through a partnership with music artist Maggie Lindemann, in both marketing and retail ([see story](#)).

"We are honored to be working with Pat, whose vision, talent and trailblazing history in the beauty industry have set Pat McGrath Labs up to be one of the most authentic and innovative makeup brands to ever come to market," said Jill Granoff, CEO of Eurazeo Brands, in a statement. "We're excited to combine our experience of building global beauty and fashion brands with Pat and her team's unmatched creativity and passion."

Among Eurazeo's other luxury investments are Farfetch, Moncler and Vestiaire Collective.

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