

APPAREL AND ACCESSORIES

Gabriela Hearst to grow backed by LVMH

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Gabriela Hearst Lamento Dress. Image credit: Gabriela Hearst

By STAFF REPORTS

Luxury group LVMH has made an investment into fashion label Gabriela Hearst, which will support the brand's global growth.

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While the terms of the deal were not disclosed, LVMH Luxury Ventures is said to have put a minority investment into the luxury ready-to-wear brand. The investment is one of many LVMH has made recently in sustainable initiatives, as the brand focuses on sourcing materials knowing where they have come from and who has made them.

Growing luxury

Gabriela Hearst launched in 2015 and focuses on what it calls "honest luxury," inspired by the eponymous founder's work at her father's ranch in Uruguay.

Last year the label opened its first flagship on Madison Avenue. The brand will likely see continued growth after LVMH's investment.

"Gabriela honored her family through the launch of her eponymous label in fall 2015 after taking over the operations of her father's ranch in Uruguay," said the brand in a statement. "She wanted to create a brand that reflects a slower pace and process, where things are made with care and detail, where tradition is more important than trend, where there is a purpose to every piece."



A piece from Gabriela Hearst. Image credit: Gabriela Hearst

LVMH launched its Ventures program two years ago, in an effort to support emerging brands.

In another investment endeavor, fashion search platform Lyst raised additional equity in a financing round led by LVMH last May.

Lyst allows users to browse and buy apparel and accessories from fashion brands ranging from contemporary to luxury, working with retailers including Fendi, Gucci, Net-A-Porter and Farfetch. As part of its increased relationship with Lyst, LVMH's chief digital officer Ian Rogers joined the startup's board ([see story](#)).

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