

HOME FURNISHINGS

## L Catterton makes \$100M investment in Boll & Branch

August 26, 2019



*The founders of Boll and Branch saw an opportunity for a sustainable company in the linen space. Image credit: Boll and Branch*

By STAFF REPORTS

Sustainable linen label Boll & Branch has received a \$100 million investment from private equity firm L Catterton's Flagship Buyout Fund.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 [Save \\$246 ▶](#)

With the additional capital, Boll & Branch plans to expand its bricks-and-mortar retail presence, including its wholesale business. As consumers increasingly look for sustainability in what they buy, Boll & Branch has found an audience with accessible luxury textiles that are responsibly produced.

"With its ethically positioned, clean and sustainable products, Boll & Branch is one of the most beloved bedding brands and a leader in the rapidly growing direct-to consumer home goods category," said Nik Thukral, a managing partner of L Catterton's Flagship Buyout Fund, in a statement. "Boll & Branch's approach capitalizes on several compelling trends including the emergence of authentic, pure and chemical-free products that can be traced back to their origin, as well as consumers' heightened focus on healthy living."

### Traceable textiles

Boll & Branch, founded by husband and wife team Scott and Missy Tannen, launched in 2014. The company sought to disrupt the home textile business by establishing more traceability in the supply chain.

All of the materials used in Boll & Branch products come from fair-trade sources, and the company uses factories that pay workers fair wages. The textiles are also produced without the use of pesticides or harmful chemicals.

Along with the green positioning, Boll & Branch has priced its products more affordably, despite competing with luxury linen brands. Boll & Branch has seen success with its positioning, and it has been profitable since 2016.



*Boll & Branch has a traceable supply chain. Image credit: Boll & Branch*

The company launched with a direct-to-consumer model, but it has since branched out with physical stores and wholesale placements.

Along with plans to scale up its retail presence, the company is looking to use L Catterton's investment to move into other categories.

The Summit, NJ-based family owned and operated business will keep its leadership team amid the investment, with Mr. and Mrs. Tannen remaining in their respective roles as CEO and head of design and development.

"We have grown quickly since our launch in 2014, and are thrilled to welcome L Catterton to the Boll & Branch family," said Mr. Tannen, founder/CEO of Boll & Branch, in a statement. "L Catterton brings unmatched experience in direct-to-consumer retail and home goods and is the ultimate value-added partner."

"Every set of Boll & Branch sheets we sell triggers a chain of goodness, which directly impacts tens of thousands of farmers and factory workers worldwide," he said. "Our success is proof that a focus on sustainability and positive social impact can go hand-in-hand with a high-growth, profitable business."

L Catterton was formed via a partnership among Catterton, LVMH and Groupe Arnault ([see story](#)). The private equity firm also has invested in sustainable companies such as Peloton, Restoration Hardware and The Honest Company.

Consumers' shared desire to incorporate healthfulness and eco-friendliness into their lives is evidenced in the topics they talk about on social media, with subjects such as clean beauty and freeganism rising in popularity in 2018.

According to data from the 2019 Topics & Trends Report from Facebook, conversations surrounding sustainable fashion grew more than three times over in 2018, while detoxification as a term rose 7.6 times. As marketers prepare to launch campaigns in 2019, Facebook sees these trends as indicators of what will soon reach popularity ([see story](#)).