

RETAIL

Farfetch acquires Violet Grey ahead of beauty expansion

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Cassandra Grey launched beauty platform and retailer, Violet Grey, in 2012. Image credit: Violet Grey

By LUXURY DAILY NEWS SERVICE

Luxury online retailer Farfetch is acquiring luxury beauty retailer, Violet Grey, as it prepares to launch a new beauty category on its platform later this year.

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Violet Grey has become a beloved beauty destination and content channel with a highly engaged, devoted customer base. The acquisition brings beauty expertise as well as a curated selection of products to the Farfetch marketplace and provides a global reach for the beauty retailer.

"Our aim for beauty on Farfetch is to provide the world's most expansive, curated edit of the best products to serve customers across ages, races, cultures and genders in an Only on Farfetch' way," said Stephanie Phair, chief customer officer at Farfetch, in a statement.

"We'll be able to show our customers an immersive crossover between fashion and beauty, leveraging our innovation capabilities to offer exciting features for our customers," she said. "The addition of Violet Grey and Cassandra Grey joining the team will form an important element of our overall strategy."

Farfetch Beauty

The acquisition is mutually beneficial, as Violet Grey plans to leverage Farfetch Platform Solutions' technology, global logistics and operations expertise to drive its own physical and digital business.



Farfetch is going beyond apparel, hoping to capitalize on the growing \$69 billion beauty industry. Image credit: Farfetch

Once the deal is finalized, Violet Grey founder Cassandra Grey will become a global advisor for Farfetch Beauty, cofounder of NGG Beauty, which aims to foster and accelerate new brands and chair of Violet Grey.

Niten Kapadia, previously the vice president of operations at Farfetch will become managing director of Violet Grey.

The acquisition is subject to customary closing conditions, including the consent of Violet Grey's existing shareholder base.

Due to launch later this year, Farfetch's beauty expansion aims to provide its millennial and Gen Z customer base a unique way to discover and buy beauty products.

It also provides brands the opportunity to reach the online retailer's vast global consumer base via cobranding and marketing strategies to target the \$69 billion luxury beauty market.

Farfetch has been busy with its growth and business strategies.

Last month, the retailer acquired resale platform LUXCLUSIF to leverage its technology capabilities to further develop its existing resale service, Farfetch Second Life ([see story](#)).

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