

**News**

## **BCLP ADVISES FARFETCH ON ITS ACQUISITION OF VIOLET GREY**

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### **SUMMARY**

International law firm BCLP has advised FARFETCH Limited, a leading global platform for the luxury fashion industry, on its acquisition of Los Angeles-based Violet Grey, a luxury beauty retailer of brands such as Augustinus Bader and Westman Atelier, and a launchpad for many of today's iconic beauty brands.

FARFETCH, founded in 2007, began as an e-commerce marketplace for luxury boutiques around the world. Today it connects with customers in over 190 countries and territories, with items from more than 50 countries and more than 1,400 of the world's best brands, boutiques and department stores, to deliver a unique shopping experience and access an extensive selection of luxury on a single platform.

Its acquisition of Violet Grey follows through on its announcement last year that it was committed to developing the beauty category, and comes ahead of the launch of Beauty on the FARFETCH Marketplace, scheduled for later this year.

The BCLP team was led by Corporate Partners Carol Osborne and Ian Ivory, assisted by Associates Charles Martin and Kaley Rickert, and a multidisciplinary team from Tax, Corporate, US Securities, Antitrust, Technology & Commercial and Employment.

Commenting on the deal, Client Relationship Partner Ian Ivory said: "We were delighted to support FARFETCH on its latest acquisition which aligns to its announced strategy to launch Beauty later this year."

### **RELATED PRACTICE AREAS**

- Corporate
- Tax & Private Client

- Securities & Corporate Governance
- Antitrust
- Technology Transactions
- Retail & Consumer Products
- Employment & Labor

## MEET THE TEAM



### **Carol Osborne**

London

[carol.osborne@bcplaw.com](mailto:carol.osborne@bcplaw.com)

[+44 \(0\) 20 3207 1241](tel:+44(0)2032071241)



### **Kaley A. Rickert**

Denver

[kaley.rickert@bcplaw.com](mailto:kaley.rickert@bcplaw.com)

[+1 303 866 0263](tel:+13038660263)

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