



Winona Capital Partners with Private Equity Firm Piper to Make Investment in Monica Vinader

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LONDON & CHICAGO--(BUSINESS WIRE)--Monica Vinader, a prominent affordable luxury jewelry brand based in the UK, announced today that it has received an investment from private equity firm Piper and Winona Capital. Piper, the UK's leading specialist investor in consumer brands, led the investment in Monica Vinader and partnered with Winona to help accelerate growth in the U.S.

Monica Vinader founded her eponymous business in 2007 to provide customers with affordable luxury pieces that bridge the gap between costume and fine jewelry. The brand quickly became renowned for its iconic friendship bracelets, vibrant gemstones, and cutting-edge diamond pieces that enable customers to style, stack and personalize their jewelry.

The business, which is run by Monica and her sister Gabriela, currently has seven London locations and a rapidly growing global footprint specifically in the U.S. and Asia. Its jewelry can also be found in department stores globally. Worldwide, Monica Vinader has 168 employees and sales have tripled in the last three years to reach £23m.

The investment will support the continued growth of the business. This will include a further roll-out of its own and franchised stores, expansion of its wholesale distribution (particularly in the U.S.), as well as continued investment in its own e-commerce channel.

Monica Vinader said: "We undertook a rigorous review of potential partners we could work with on our next stage of growth. It was the passion that Piper and Winona demonstrated for our brand and our growth ambitions that really appealed to us. They stood out from all the others due to their deep understanding of how to grow consumer brands and their ability to add significant value through their networks, knowledge and in-house expertise."

"We are thrilled to join with Monica, Gabriela, and their team to help build Monica Vinader into a global brand," said Laird Koldyke, Managing Director of Winona Capital.

The company headquarters will continue to operate from London. Monica and Gabriela Vinader will also continue in their current leadership roles, as will the rest of the company's valued managers and employees.

About Monica Vinader

Monica Vinader is a British luxury jewelry brand that celebrates individuality. Bridging the gap between fine and costume, the brand occupies a market niche: luxury experience at affordable price points. The company creates instantly wearable, contemporary pieces to style, stack, and personalize with engraving. Monica Vinader is stocked by global luxury retailers and operates its own retail boutiques in London, as well as has locations in Hong Kong, Dubai, and Korea. The Company prides itself on its best-in-class customer experience and service; it places the customer at the core and involves her in the entire personalization process.

About Piper

Piper is the UK's leading private equity firm specializing in consumer brands with strong growth potential. Founded in 1986, it has an enviable record of transforming businesses into iconic brands – previous investments include Boden, The Rug Company, and Maximuscle. Focusing on MBO, MBI, or growth capital investments in the sectors of retail, leisure, and consumer products and services, Piper targets UK businesses with a £5m-£50m in sales. For more information, please visit www.piper.co.uk.

About Winona Capital

Winona Capital provides acquisition and growth capital in lower middle-market consumer and retail companies that have attractive revenue and brand enhancement opportunities. Winona partners with high energy, passionate executives who have a shared focus on building great brands with sustained growth over long-term investment horizons. Winona Capital manages more than \$300 million on behalf of its family office and institutional investors. For more information, please visit www.winonacapital.com.

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