

LVMH pumps over \$60M into London-based fashion platform Lyst -- Business of Fashion, citing sources

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- Notes terms of the transaction were undisclosed, but market sources suggest Lyst has raised as much as £50M to £100M (\$66.5M to \$133M).
- Cites sources putting LVMH's contribution to the round at about 90% of total.
- Mentions Lyst plans to use the new funding — and tap LVMH's deep international expertise — to drive global expansion
- As part of the deal, LVMH chief digital officer Ian Rogers will join Lyst's board.
- Article notes Lyst hit a gross merchandise value of \$325M in the year to March 2018, according to the company
- Notes that in the year to March 2018, Lyst generated \$21M in net revenue. The platform became EBITDA positive in December 2017 and was "very close to EBITDA break even for the whole year"

Industries: Apparel/Accessories

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