Insights: News

Monogram Capital Partners Acquires Majority Stake in Tru Fragrance & Beauty

PR Newswire

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"Monogram Capital Partners, a Los Angeles-based private equity firm that invests in consumer brands and services companies, has acquired a majority stake in Tru Fragrance & Beauty, the global beauty brand builder whose portfolio includes owned, licensed, and exclusive fragrance and beauty brands sold to national beauty and apparel retailers and direct to consumers.

Capital Southwest provided debt financing for the transaction. Willkie Farr & Gallagher LLP and Kilpatrick Townsend & Stockton LLP served as legal advisors to Monogram and Tru, respectively."

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