

Feelunique, Fast-Growing European Online Beauty Retailer, Welcomes Sarah Miles as Chief Executive Officer

London, England — November 4, 2019 Renovata & Company is pleased to announce the placement of Sarah Miles as chief executive officer of Feelunique, Europe's largest pure play ecommerce platform for beauty. Miles, who came to Feelunique with five years of Amazon leadership experience, will lead the next phase of the company's evolution.

Founded in 2005, Feelunique currently has approximately 200 employees. The company is already a proven leader with strong relationships with many large brands, including Chanel, Shiseido, LVMH (Dior, Givenchy, etc.) and Lauder, to name just a few—and a solid 1M active customer base. An early entrant into the beauty arena, Feelunique has scaled its business (\$130M annual revenue and 35% year-over-year growth) in a category where suppliers are highly sensitive and consumers are still in the early phase of digital adoption. Now the company is sitting at the forefront of a sector undergoing huge change, with an exciting opportunity to become the dominant player in its chosen markets.

"I am absolutely thrilled to be joining Feelunique, an exciting brand at a very exciting time," Miles says. "It is an honor to join the team that compiled over 500 leading brands on the site, and world-class content for our customers. I look forward to working with the team to drive a vigorous path to growth with this unbeatable mix of assets."

Palamon Capital Partners and Sirius Equity supported the first phase of the 3x growth story: developing the strategic supplier relationships, building the team, scalable infrastructure and systems, and establishing the business as a leader in the beauty category. They now want to scale the business by building deeper relationships with consumers, bringing curation and personalization online, deeper use of data, enabling the natural acceleration of online spending in beauty, and growing the company's international footprint.

"Sarah understands how to scale the business to be highly profitable in this next phase," says Thomas Jepsen, Renovata & Company partner. "She's an experienced branded consumer goods and online retailer business leader with a focus on leading international teams to growth."

Prior to joining Feelunique, Miles spent five years at Amazon, most recently as apparel and private brands director for Amazon Fashion. Before that, she was at Diageo for nearly 12 years, where she was managing director, Diageo Wines Europe. Miles has also worked at Reuters as head of strategy for the Investment Banking Division.

About Renovata & Company

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