

# Glossier.

## **GLOSSIER RAISES \$8.4M IN SERIES A FUNDING LED BY THRIVE CAPITAL**

(NEW YORK, November 17, 2014) Glossier, the first content driven, vertically integrated beauty products company, today announced that it raised \$8.4 million in series A funding led by New York based Thrive Capital. The funding will allow Glossier to continue to build its team and scale production to meet the demands of the company's substantial and rapidly growing cult following.

Glossier leverages technology to create interactive and accessible experiences for customers, fundamentally changing the way they connect to beauty. Glossier makes luxury products that are accessible and fun, derived from its community and led by content.

Coming on the heels of the brand's launch in October, the \$8.4 million investment led by Thrive Capital includes participation from new investors 14W, TOMS Capital, Manzanita Capital, WME, David Tisch (Box Group), Jay Brown, and Andy Dunn, as well as from existing investors Forerunner Ventures and Lerer Hippeau Ventures.

In its first month, Glossier sold its Phase 1 Set of products, which includes a Soothing Face Mist, Priming Moisturizer, Perfecting Skin Tint, and Balm Dotcom, to thousands of engaged fans. The launch was driven by an innovative Instagram campaign, which has earned the company more than 29,000 followers on the platform and converted these followers into customers with sales far exceeding pre-launch predictions.

"Direct, real-time customer engagement drives everything we do, from product innovation to storytelling to distribution," said Emily Weiss, Founder and CEO, Glossier. "This investment, led by technology and e-commerce experts, enhances Glossier's ability to offer people a deeply meaningful, immersive brand experience, meeting them online and on their terms."

"Emily is a creative leader who has realized her vision for a better beauty experience," said Will Gaybrick, Partner, Thrive Capital. "This is a huge industry that is ready for change. We look forward to working with Glossier to reshape the landscapes of beauty and e-commerce."

To experience Glossier, please visit [Glossier.com](http://Glossier.com) or Instagram [@glossier](#).

### **ABOUT GLOSSIER**

Glossier is the beauty brand you want to be friends with. We are a content driven, vertically integrated beauty products company. We leverage technology to create interactive and accessible experiences for customers, fundamentally changing the way they connect to beauty. Launched in October 2014 by the Into The Gloss team, Glossier makes luxury products that are accessible and fun, derived from its community and led by content. Glossier is sold in the U.S. directly via [Glossier.com](http://Glossier.com).

Into The Gloss is an editorial website dedicated to beauty. Founded in 2010 by Emily Weiss, it is best known for its beauty-centric, original interviews and photo essays with fashion-world luminaries.

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