

First fundraising for the start-up LOLO PARIS welcoming OBRATORI to its capital to democratize tailor-made and eco-responsible lingerie.

Marseille, December 16th, 2021 – LOLO PARIS, a young custom-made lingerie DNVB, has just finalized a first capital increase with several investors including OBRATORI, the L'OCCITANE group's seed fund. This operation will allow it to increase its notoriety, accelerate its growth and thus continue to develop its innovative lingerie offer.



From an obvious observation to the tailor-made algorithm

LOLO PARIS was created in 2019 by two former engineering school students in Lyon, Mélissa Perraudeau and Océane Brière, who came together on common values.

After the identification of a recurring problem, and to alleviate the archaic sizing standardization system's problems (1928), which causes discomfort for 78% of women, and for 42% of them difficulties in finding their size in traditional lingerie, the young brand is particularly innovative in its personalized approach to lingerie, in which technology is put at the service of the female morphology.

For this purpose, Lolo has developed an algorithm that allows to select the ideal size, among 57 bra sizes, to enhance all breasts, whatever their measurements. And up to 10 panty sizes from 34 to 52. The strength of LOLO PARIS, therefore inclusive, consists in offering women innovative underwear, respectful of their body and the Planet, which adapts to their morphology and not the other way around!

A confident and committed investor behind LOLO PARIS

As part of this fundraising, the young start-up turned to OBRATORI, the L'OCCITANE Group seed investment fund.

Through this investment, OBRATORI intends to support the development of the young company. "OBRATORI closely follows young companies that provide innovative solutions to the well-being of men - women in this more precise case - and the planet at large. LOLO PARIS brings together all the fundamental elements to be supported by OBRATORI: talented leaders, high-quality technological expertise, excellent market potential and a strong international ambition", explains Amaury Godron, Managing Director at OBRATORI.

Delphine Oung, Investments' manager, shares this point of view: "We are very happy to participate in this fundraising and thus give Mélissa, Océane and their team the means to support their ambition. LOLO PARIS is now a company ready to accelerate, it has designed a product well received by the market, the technological heart of the product is solid and innovative, and the business development plan is promising. We are convinced that LOLO PARIS is able to meet the challenge of this growth".

OBRATORI supports and accompanies startups in the fields of Wellness, e-health, Food Tech and Retail Tech, provides its network and complete ecosystem to meet all the needs of entrepreneurs.

"OBRATORI's support gives us confidence that new technologies must be made available for female well-being. The bra has not changed in 100 years, while 9 out of 10 women wear one every day! The market is huge, and we are convinced that our solution has very strong potential. We are delighted to be able to count on OBRATORI to support us in the next stages of our development", indicate for their part, Mélissa Perraudeau and Océane Brière, founders of LOLO PARIS.

About OBRATORI

OBRATORI, is the seed investment structure of the L'OCCITANE Group specializing in the fields of Well-being, e-Health, Digital and Tech4Good. Since its creation in 2018, the fund has supported the growth of more than 10 companies, in France and internationally. For further information, visit obratori.com.

About LOLO PARIS

First digital brand of tailor-made lingerie, LOLO PARIS offers fine lingerie pieces to sublimate all women. The company was created two years ago by two engineers, Océane Brière and Mélissa Perraudeau-Zitouni who developed a size selection algorithm and an original digital experience on their site www.lolo.paris.