

ARTICLE

# Luxury Hair Accessories:
## *M&A Industry Brief*

**Written by: Leah White, FOCUS Managing Director**

Combining more than 40 years of M&A advisory experience, FOCUS Investment Banking drives results for middle market clients across eleven coverage groups. With over 50 professionals, FOCUS boasts a nationwide footprint and access to foreign markets through 36 global partnerships.

FOCUS
Investment Banking



OVERVIEW

The luxury hair accessories market has gained notable momentum over the past several years, propelled by sustained consumer interest in premium personal styling, heritage craftsmanship, and influencer-driven trends. What was once a niche category has expanded into a broader lifestyle segment, with consumers willing to pay premium prices for differentiated design, superior materials, and brand-led storytelling. Growth has been particularly strong in segments like artisan barrettes, silk and pearl-embellished pieces, and limited-edition collaborations with fashion designers. While overall consumer M&A activity has been cautious due to macroeconomic headwinds and elevated cost of capital, strategic and financial buyers alike have shown increasing interest in niche luxury accessories that demonstrate repeat purchase behavior, strong digital traction, and defensible brand positioning.

A key driver of transaction activity in this sector is demographic tailwinds. Younger cohorts (Gen Z and Millennials) have embraced hair accessories as part of a broader fashion rotation.. At the same time, the premiumization trend has insulated the higher end of the category from the mid-market pricing pressures that have challenged other consumer verticals. These dynamics have encouraged both strategic acquirers — particularly in adjacent beauty, jewelry, and fashion platforms — and private equity sponsors focused on consumer and lifestyle portfolios to consider deals that can unlock operational scale and cross-category synergies.

## What Buyers Are Looking For

| | |
|---|---|
| **Defensible Brand Identity** | Buyers prioritize brands with a clear aesthetic.Brands that can articulate a distinct voice and loyal community tend to command higher multiples, as they are perceived to have structural customer loyalty and pricing power. |
| **Strong Unit Economics** | Premium pricing must cohere with healthy gross margins and scalable customer acquisition. Underwriting looks for CAC paybacks within acceptable windows, margin resilience outside promo spend, and repeat purchase behavior that signals a true brand relationship, not one-off transactions. |
| **Channel Mix & Retail Validation** | A healthy balance between direct-to-consumer sales and retail/ wholesale distribution de-risks channel concentration. Buyers want proof points that products resonate in both owned channels and third-party environments. |
| **Data & Operational Readiness** | Clean, auditable financials and structured data systems are table stakes. Buyers look for forward-looking inventory management, SKU profitability, and attribution analytics that reduce diligence risk and support confident forecasting. |
| **Management Team Capability** | Whether a sponsor intends to roll the founder forward or recruit a professional leadership team, talent continuity and operational capacity beyond the founder are important. Brands with an established bench — or a credible succession plan — reduce execution risk. |



Across both strategic and financial sponsors, the ultimate thesis is less about owning an accessory brand and more about capturing lifetime value through premium, brand-driven consumer experiences that can scale into adjacent fashion and beauty categories.

**RELEVANT M&A ACTIVITY**

### MadaLuxe acquired IPPOLITA

MadaLuxe Group acquired a majority stake in IPPOLITA, a New York–based fine jewelry house known for its sculptural design language, artisanal craftsmanship, and global following. The transaction adds IPPOLITA to MadaLuxe Group's growing portfolio of luxury fashion and lifestyle brands. Founder Ippolita Rostagno will continue as Chief Creative Officer, overseeing all design across the brand's 18-karat gold and sterling silver collections.

MADALUXE IPPOLITA

### David Webb acquired by Middle West Partners // POP Capital

David Webb, the iconic American luxury jewelry house founded in 1948, has been acquired by Middle West Partners for an undisclosed amount. Following a successful brand revival under Mark Emanuel, who will retain a minority stake, Pop Capital co-invested in the transaction. Middle West Partners plans to pursue long-term growth focused on retail, brand development, and client experience while preserving David Webb's heritage and craftsmanship.

DAVID WEBB

MIDDLE WEST PARTNERS

POP CAPITAL

### FoundRae receives investment from Trive Capital

Trive Capital, a private equity firm, completed the investment in Foundrae, a luxury jewelry company that designs, manufactures, and sells necklaces, medallions, bracelets, rings, earrings, and other luxury items.

FOUNDRÆ

TRIVE CAPITAL

Sources: BusinessWire, National Jewelers, MergerLinks by Datasite, company websites