

Perkins Coie's ECVC Practice Advises Bread Beauty Supply on Oversubscribed Multimillion-Dollar Seed Funding Round

NEW YORK (July 26, 2023)—Perkins Coie is pleased to have advised Bread Beauty Supply, a fast-growing hair product and styling brand catered to textured hair, and its founder Maeva Heim on an oversubscribed multimillion-dollar seed funding round led by the Fearless Fund, a venture capital firm that invests in women of color led businesses. For more information, please see this Beauty Independent article [here](#).

Bread Beauty Supply has quickly established a growing reputation for itself in the beauty industry with its innovative and inclusive approach to women's haircare. Following its 2000 launch, the brand is now available in over 460 Ulta stores, as well as at Space NK, Farfetch, Selfridges, and Sephora.

The Perkins Coie [Emerging Companies & Venture Capital](#) practice advisory team was led by New York-based partners [Agatha Kluk](#) and [Eitan Hoenig](#), and included associates [Sammy Kim](#), [Nike Anders](#), and [Rachel Wu](#).

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