

1 August 2019

Luther advises Douglas

Douglas GmbH acquires a 51% stake in NICHE-BEAUTY.COM GmbH, an online portal for exceptional international premium cosmetics brands. Luther provided legal support to Douglas in its acquisition.

With about 2,400 stores and fast-growing online retailing in 24 countries, Douglas is one of the leading beauty retailers in Europe. Founded in 2011 by the two sisters Laetitia von Hessen and Sarah von Doetinchem together with her father Andreas Bechtolf, NICHE BEAUTY offers a selection of around 200 exclusive brands on its online platform, which until now were often only known to insiders and only available abroad.

With the acquisition of a majority stake in NICHE BEAUTY, Douglas further expands its strong position in the online beauty market. The founding family of NICHE BEAUTY will continue to provide the management. A team from Luther Lawfirm led by Counsel Marc Urlichs provided comprehensive legal support for the acquisition.

For Douglas:

Luther, Corporate / M&A: Marc Urlichs (lead), Dr Michael Bormann

Luther, Antitrust, Competition & Regulatory: Dr Holger Stappert, Franz-Rudolf Gross

Luther, Tax: Nicole Fröhlich, Dr Frank Seidel

Luther, IP / IT: Dr Detlef Mäder, Adrian Freidank, Laura Kues

Luther, Employment: Hans-Christian Ackermann, Ann-Berit Sturm

Luther, Commercial: Dr Kuuya Chibanguza

Luther, Real Estate: Dr Philipp Pröbsting

Douglas, Inhouse: Dr Oliver Trautmann (Senior Legal Counsel)

For NICHE Beauty:

Renzenbrink & Partner: Dr Ulf Renzenbrink (lead), Martin Aisenbrey

Brief Profile Luther

Luther is a leading German commercial law firm that offers comprehensive legal and tax services. The full-service law firm employs more than 380 lawyers and tax advisors and is represented at 10 German economic centres and at important investment locations and financial centres in Europe and Asia with international offices in Brussels, London, Luxembourg, Shanghai, Singapore and Yangon. Our clients are medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions worldwide. On the Continent, Luther is part of a group of independent leading law firms who have worked together for many years on joint cross-border projects.

Luther Rechtsanwaltsgesellschaft mbH is a law firm with a business approach: our innovative awareness aspires us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit.

Our lawyers and tax advisors have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Further information is available at: www.luther-lawfirm.com

Press contact

Luther Rechtsanwaltsgesellschaft mbH
Anna-Schneider-Steig 22
50678 Cologne | Germany

Marie Lingenthal
marie.lingenthal@luther-lawfirm.com
Phone +49 221 9937 10336