

JIC Venture Growth Investments has invested in Sparty, Inc, a start-up providing D2C Personalized beauty products and services

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JIC Venture Growth Investments (VGI) has acquired the share in Sparty, Inc. (Sparty) through its JIC Venture Growth Fund 1 (VGF1).

Sparty was established in 2017 as one of the start-ups, direct-to-consumer brands providing D2C personalized beauty products and services to individual consumers in Japan. Sparty has been providing a diverse range of personalized mechanism with a focus on combining the real world and online world. Sparty has led personalized beauty products and distribution system by which necessary products are manufactured in necessary amount when they become necessary, and eventually Sparty's sales have jumped more than 100% this year from last year.

The significance of this investment would be to support Sparty's business to expand and scale up and to promote personalized beauty products and services. So that VGI could support enterprises to find ways to create and develop easier environments of personalized mechanisms, and this investment would be to contribute to realize for each and every person to lead the active and enjoyable life. Also, the personalized mechanisms enable to reduce disposal loss of stuff and wastes, and realize a sustainable recycling-oriented society.

Sparty will accelerate their growth for increasing enterprise value by this funding, and eventually VGI contributes to bringing Sparty into direct-to-consumer leading company providing personalized beauty products and services to individual consumers through this funding and hands on support for value up.

This information contained in this notice is current at the time of publication and subject to change without notice.

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