



Fable Investments

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Capital for **purpose-driven start-ups**

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The overarching purpose of Fable, operating autonomously, is to deploy growth capital strategically into emerging, innovative, and high-growth enterprises within the beauty and wellness domain. Fable takes on the role of a nurturer, aiming not only to fuel the growth of these ventures but also to foster positive impact across the broader industry. The objective is to inspire and support start-ups, enabling them to reach their full potential.

Fable boasts a vibrant pipeline of opportunities and remains eager to expand its portfolio. The focus is on partnering with purpose-driven founders who are deeply passionate about their ventures, brands that exhibit strength and resonance in the market, and products that demonstrate exceptional effectiveness. Through these investments, Fable seeks to contribute to the continued evolution and positive transformation of the beauty and wellness sector.



Our Brands' *launches*

2023 proved to be a highly rewarding year for brands equipped with omnichannel capabilities, displaying resilience in the face of the notable surge in digital marketing costs. Despite refraining from adding new investments to its portfolio during the year, Fable strategically participated in a follow-on round for Perfumer H, a niche fragrance brand. This move aligns with Perfumer H's remarkable growth trajectory, particularly within a category that has garnered significant attention and interest. Fable's decision to reinforce its support for Perfumer H underscores the brand's promising expansion and the strategic vision that Fable embraces in navigating dynamic market trends.



Maude



Perfumer H



LOL



Stratia