

# H A T C H

## HATCH RAISES \$5 MILLION IN SERIES A FUNDING LED BY SILAS CAPITAL

**NEW YORK – May 13, 2019** – HATCH, the premier destination and lifestyle brand for women before, during and after pregnancy, announced today that it has received a \$5M Series A investment led by Silas Capital, a venture and growth equity firm with unique experience in accelerating growth for the next generation of consumer brands.



Founded in 2011 by CEO Ariane Goldman, HATCH offers solution-based maternity clothing and clean beauty products that directly address the issues women face during pregnancy and postpartum. Born out of a desire for something chic and elevated, HATCH’s mission is to be a trusted resource for women who want to feel beautiful, confident, and stylish during one of life’s most rewarding, yet also most challenging, periods.

After opening two physical retail locations in New York and Los Angeles, HATCH has grown from a digitally native, direct-to-consumer brand to an omnichannel business that provides community-driven retail experiences and a home base for women who are craving connection. The partnership with Silas will continue to establish HATCH as the leading brand across the maternity and new motherhood categories and fuel initiatives including product expansion, community-driven retail rollout and content development. The company is already activating several new markets with its Pop-In@Nordstrom partnership which launched in 9 cities in April and has a partnership with another major retailer set to begin later this year.

“When I launched HATCH, I was focused on creating a brand that would also serve as a trusted resource for women,” said Ariane Goldman, Founder and CEO. “We have amassed a loyal following since entering the market and are excited to partner with Silas Capital to grow our retail presence, expand our community reach and continue creating solution-based products that will best serve women for every stage of life.”

Silas focuses on category leading brands within the emerging growth segment of the consumer landscape. The firm not only invests capital to help these companies grow, but also brings significant resources and capabilities to actively assist in company growth through their

expertise in e-commerce and digital expansion, alongside their knowledge of traditional wholesale and retail channels. Current investments include Boll & Branch, ILIA Beauty, Bellroy, Casper, Naadam, Summersalt and Lord Jones.

Brian Thorne, Partner of Silas, stated, "The maternity market is early in a monumental shift, as a wave of millennial women become first-time mothers and demand a relatable, next generation brand that they can trust. HATCH is the clear opinion leader at the forefront of this transformation. We're excited to be partnering with Ariane and her exceptionally strong team to further empower this fast-growing community."

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#### **ABOUT HATCH**

HATCH is a premium lifestyle brand for pregnant women and beyond, offering solution-based clothing and natural beauty products for all stages. Founded in 2011 by Ariane Goldman, HATCH was designed to serve as a destination that carries women throughout different stages of pregnancy and motherhood with a sense of style, beauty, and confidence. HATCH now has two permanent retail locations in New York and Los Angeles and serves as a wholly-inclusive community for women featuring events and programming both in-store and online. For more information, visit [www.hatchcollection.com](http://www.hatchcollection.com).

#### **ABOUT SILAS CAPITAL**

Since 2011, Silas Capital has been an active emerging growth equity and venture capital investor that partners with consumer brands, in order to help these companies achieve significant revenue growth and profitability, improve operational efficiency, and increase brand recognition and value. The complementary backgrounds of the firm's partners comprise executive leadership roles across growth equity and venture capital firms, as well as operating companies, which allows the group to deliver on a unique value-add proposition to the management teams, founders and companies with whom we partner. We not only invest capital to help these companies grow, but also bring significant resources and capabilities to actively assist in the growth of revenue through our expertise in e-commerce and digital expansion, alongside our knowledge of traditional wholesale and retail channels. Previous and current investments for Silas include Bare Snacks, Bellroy, Boll & Branch, Casper, Chief, Dos Toros, Dr. Roebuck's, ILIA Beauty, Naadam, Lord Jones and Summersalt to name a few. Learn more at [www.silascapital.com](http://www.silascapital.com)