

Beaubble Raises Over \$2M To Date With Latest Funding Round



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Leading beauty community-driven brand and platform, [Beaubble](#), announces today that they have raised over \$2M to date for the company during their latest round of funding with lead investor [Bling Capital](#) along with [Graph Ventures](#), [Goodwater Capital](#), Steve Chen (Co-Founder and Former CTO of YouTube), Jung-ju Kim (Founder of Nexon and Partner at Collaborative Fund), and more.

Co-founded by Jun Young (Jordan) Lim, Beaubble is the first truly community-driven digital beauty studio that co-launches brands and products with talent (including influencers, celebrities and models, content creators, and more). Talent partners with Beaubble to actively engage her audience in developing new products, encouraging fans to share feedback on formulation and provide input on design via conference calls and conversations on [beaubble.com](#) in addition to existing social media channels. With this innovative process, Beaubble is democratizing the product development process and equipping consumers to decide what they want from their beauty brands, not the other way around. Beaubble also utilizes pre-order product drops to more accurately measure demand and bypass retailers to fulfill directly to consumers. By allowing demand to shape supply, Beaubble is able to avoid overproduction and reduce waste in beauty. In March 2020, the platform co-created the luxury skincare line [Monday Born](#) alongside beauty influencer [Teni Panosian](#).

[Bling Capital](#), a San Francisco Bay Area based venture capital investment firm, led the company's recent seed financing. Bling Capital primarily invests in consumer tech, internet, mobile, marketplace, data, fintech, SaaS, and automation sectors. Founder Ben Ling served in senior operating roles at Google, Facebook, and YouTube prior to working at Khosla Ventures as General Partner and then launching Bling Capital. He has backed ten+ unicorn startups with early stakes in Airbnb, Lyft, Palantir, and Square among others. Ling comments, "The future of beauty will be driven by influencers and community – no longer through department stores and malls. Further, consumers will be deeply involved in product creation and working with influencers for more authentic experiences and products. Beaubble enables influencers to create world-class products with their communities, while abstracting away the complexities of creating and launching new products."

Beaubble plans to use the funding to elevate the brand's platform, increase community outreach and support its rapid growth in influencer launches and collaborations. Including two new lines

with model [Elsa Hosk](#) and content creator [Ellie Thumann](#) that launched October 21st, Beaubble has at least five more partnerships and collaborations that will be announced by early 2022.

"The need to displace legacy business models and channels with innovative techniques and approaches is further accentuated now. We believe Beaubble has a place in that new post-crisis world, and we are thrilled to benefit from the advice and experience of seasoned consumer investors and tech luminaries as we help bring about truly inclusive, community-driven beauty." - Jordan Lim, Co-Founder of Beaubble

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Company Website

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