

# PAT McGRATH LABS



## ACQUISITION OPPORTUNITY

Membership Interests in Pat McGrath Cosmetics LLC

The asset that is subject to this sale consists of 2,561 common units (i.e., 20%) of Pat McGrath Cosmetics LLC (the “Non-Debtor Collateral”). The Non-Debtor Collateral was pledged by Patricia McGrath, as individual, pursuant to that certain Membership Interest Pledge Agreement dated as of April 30, 2025.

### BID DEADLINE

March 23, 2026

7 a.m. PST | 10 a.m. EST | 2 p.m. GMT

### AUCTION\*

March 24, 2026

7 a.m. PST | 10 a.m. EST | 2 p.m. GMT

*\*To be conducted via Zoom videoconference with an option to appear in person.*

### Sale Process

An asset sale will be conducted pursuant to Article 9 of the Uniform Commercial Code on behalf of the secured lender (the “Secured Party”). The Non-Debtor Collateral will be offered and sold by the Secured Party on an “as-is” “where-is” basis without representations or warranties of any kind. Potential bidders are encouraged to conduct their own diligence with respect to any and all information provided herein regarding the Non-Debtor Collateral. Any information regarding the operations and financial performance of Pat McGrath Labs has not been separately verified by the Secured Party.

### Disclaimer

The information in this document is not intended to constitute an offer to sell or a solicitation of an offer to purchase any assets of Pat McGrath Cosmetics LLC (the “Debtor” or “Pat McGrath Labs”), a debtor entity in a Chapter 11 bankruptcy case pending before the United States Bankruptcy Court for the Southern District of Florida, Case No. 26-10772-LMI. The information provided herein related to the Debtor is provided solely for informational purposes as it relates to the Non-Debtor Collateral.

**For more information, contact Hilco Global:**

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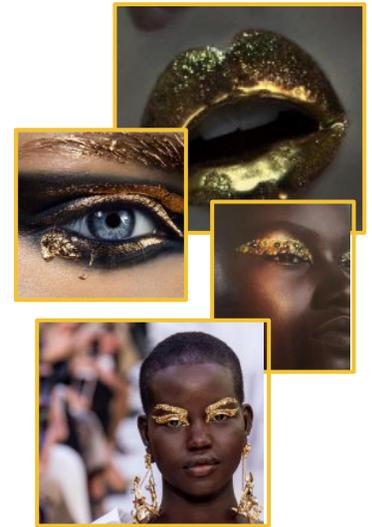
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## A Benchmark in Defiantly Decadent Beauty

Pat McGrath Labs is a cosmetics brand positioned at the intersection of artistry, innovation, and high fashion.

The brand's launch a decade ago, when it "pretty much shut down the Tuileries Garden in Paris with the disruptive launch of Gold 001 – a gold eyeshadow pigment that delivered metallic magic in a single swipe"<sup>1</sup> – according to Vogue®, spawned a movement. Since then, Pat McGrath Labs has continued to launch obsession-worthy cosmetics, collaborations and curations that have pushed the boundaries of beauty. Offering "must try" innovation through limited collection product drops and capitalizing on strong equity in bread-and-butter products, the brand has built a deeply committed and loyal following.



At its core, Pat McGrath Labs embodies a bold and unapologetic aesthetic – a celebration of color, texture, and creative expression. The brand is especially known for its high-performance formulas, richly pigmented eyeshadows, iconic lip products, and luxurious, statement-making collections that often feel like couture in makeup form. The brand pushes technical and creative boundaries, introducing products that often create trends rather than following them.

"the Mothership palettes [...] have become a beauty collector's item"<sup>1</sup>

"Pat McGrath Labs is more than a makeup brand—it is a movement, a tribute to fearless creativity, and a testament to the transformative power of makeup."  
– IFCHIC<sup>2</sup>

5% CAGR in Color Cosmetics category 2023-2028

## Successful Collaborations Offer Fresh Experiences

The brand has launched several collaborations including with New York's Metropolitan Museum of Art and Marc Jacobs. Its first ever beauty collaboration with Supreme sold out in 8 seconds in September 2020. When the brand launched at Selfridges in 2019, it achieved the highest cosmetics turnover in its first month of any brand in the department store's history.

[1] <https://www.vogue.com/article/pat-mcgrath-10th-anniversary>

[2] <https://www.ifchic.com/en/style-and-trend/3948-pat-mcgrath-labs-where-fantasy-becomes-reality-unveiling-the-mothers-unrivaled-artistry>

## The Brand is Both Digitally Savvy and Beloved by Premier Retail Partners

Pat McGrath Labs enjoys adoption across channels including social media, premier retailers and ecommerce.

### Influential Social Media Following:

 Instagram: 6M

 YouTube: 27K

 Facebook: 530K

 TikTok: 568K

### Available at Premier Retailers, Including:

Bergdorf Goodman

Bluemercury

Harrods

Nordstrom

Revolve

Selfridges

Ulta

Sephora

The brand sold a product every 40 seconds when launched at Selfridges

## The Beauty Market is Poised for Growth

The worldwide beauty market is expected to grow 6% per year from 2023 to 2028 – steady growth is supported by theme-based growth across categories. Color cosmetics growth (5% per year) is expected to be driven by face and lip, with trends (e.g., multipurpose makeup products with skin benefits, known as “skinification”) promoting product-level growth. Overall, distinct themes are further improving growth across products (e.g., inclusive beauty, premiumization).

Within beauty, the color cosmetics market is anticipated to grow 5% between 2023 and 2028

## Pat McGrath Labs is Well-Positioned to Capture a Meaningful Share of a Growing Market

The opportunities for growth available to Pat McGrath Labs abound. Continuing to build the brand will require a mix of maximizing the core and continuing to lead and set trends with product innovation and intuition. Strong fundamentals not only provide a stable foundation of recurring revenue and targeted innovation but also a solid base for future expansion.

2024 McKinsey Study Reveals that 84% of Pat McGrath Labs customers intend to buy the same amount or more from the brand

### 2025

Operational improvements underway including: optimizing ecommerce, driving cross-functional awareness, and maintaining freshness in “hero products”

### 2026

Continued expansion in categories and distribution outlets

### 2027

Continued innovation in product portfolio

# SALE PROCESS

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### Liens, Claims and Encumbrances; As Is, Where Is

The Non-Debtor Collateral is being offered at a Secured Party public auction sale pursuant to Article 9 of the Uniform Commercial Code. The Non-Debtor Collateral will be sold free and clear of the Secured Party's lien and any subordinate security interests in the Non-Debtor Collateral. The Non-Debtor Collateral is being sold without recourse to the Secured Party and its attorneys, agents, or representatives on an "as-is" "where-is" basis without representations or warranties of any kind. The Secured Party does not claim title to the Non-Debtor Collateral being foreclosed upon and sold hereunder and disclaims any warranty of title, possession, and the like in the sale.

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### Qualified Buyer

Potential buyers may be asked to provide certain information in support of their qualification to take title to the Non-Debtor Collateral. Hilco Global will work with interested parties to advise what qualifications may be required.

**For more information, contact Hilco Global:**



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