Autumn Adeigbo secures funding from celebrity investors

By Jennifer Braun - June 23, 2022

LA-based ready-to-wear and accessories business Autumn Adeigbo has secured a second round of funding from celebrity investors Cameron Diaz, Gabrielle Union, and Mila Kunis.

Offline Ventures co-founders Dave Morin & Brit Morin and Chris Howard & Leah Solivan of Fuel Capital led the funding, which brings the total to $4.2 million in less than two years.

Adeigbo secured the first $1.3 million in 2020 from Stitch Fix’s founder and former chief executive officer Katrina Lake, among others. Next, Adeigbo secured nearly $3 million more in funding, led again by venture capital firm Offline Ventures.

Adeigbo, a member of the Council of Fashion Designers of America, has been quickly growing her assortment, while receiving mentorship from Tory Burch. Most recently, for fall 2021, she added boots, berets, and gloves, as well as a wider range of knitwear to her line. The namesake brand is currently available at upscale retailers such as Bergdorf Goodman, Neiman Marcus, Intermix, Nordstrom ShopBop, Elyse Walker, and more.

Adeigbo reportedly met Diaz and Kunis at a special retreat hosted by Gwyneth Paltrow and Brit Morin. Meanwhile, actress Gabrielle Union joined the list of investors at a later time.

“The room lights up when Autumn Adeigbo herself walks into the room,” Diaz said. “And her designs, no matter who’s wearing them, do the same. She is a star and her ability to shine her light through her designs is what makes them so desirable…I’m thrilled and honored to be part of her journey.”

Added Kunis, “Upon meeting, Autumn and I had an immediate connection. I saw the fire in her eyes as the determination I recognize in successful entrepreneurs that tells me they won’t give up on the difficult start up path. Combined with Autumn’s talent and the early market response to the brand’s product, investing was a no brainer for me.”

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