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Polsinelli Represents PHLUR in Acquisition by TSG Consumer

(Aug. 6, 2025) Polsinelli recently represented PHLUR, a modern fragrance brand recognized for its emotion-led storytelling and accessible positioning, in its acquisition by TSG Consumer, a leading private equity firm specializing in consumer brands.

This acquisition will allow PHLUR to accelerate its reach and expand its presence across geographies and product categories.

More information about this transaction can be found [here](#).

The Polsinelli team involved in this transaction was led by Senior Partner Marc B. Leh. Additional support was provided by Shareholders Daniel P. Mullarkey and Erik R. Edwards and Associate John J. Wright.

About Polsinelli

Polsinelli is an Am Law 100 firm with more than 1,200 attorneys in over 25 offices nationwide. Recognized as one of the top firms for excellent client service and client relationships, Polsinelli is committed to meeting our clients' expectations of what a law firm should be. Our attorneys provide value through practical legal counsel infused with business insight, offering comprehensive corporate, transactional, litigation and regulatory services with a focus on health care, real estate, finance, technology, private equity and life sciences. Polsinelli PC, Polsinelli LLP in California, Polsinelli PC (Inc) in Florida.