



DLA Piper advised Driv Kapital on its investment and partnership with Björn Axén



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DLA Piper has advised Norwegian private equity firm Driv Kapital on its investment and partnership with Björn Axén Retail AB, a leading Swedish hair care brand with a strong heritage and a focus on premium, sustainable products.

Founded in 1963, Björn Axén has grown into a well-established brand with its own e-commerce platform and a strong presence across Nordic retail channels.

The DLA Piper team advising Driv Kapital was led from Oslo by partner **Christian P. N. Fenner** and lead lawyer **Trym Heiskel Bjørndal**, working in close collaboration with DLA Piper Sweden. The Swedish team was led by partners **Mathias Berggren** (Corporate/M&A) and **Joséphine Tessmar** (Finance), along with a broader cross-disciplinary team.

