Hermine Hold Nordics Expands Into Colour Cosmetics and Skin Care Under New Owners Asia and Syed Mashadi

HERMINE HOLD

New York City, New York Nov 12, 2026 (Issuewire.com**)** - Hermine Hold Nordics (www.herminehold.com), the Swedish brand known for premium women's hair accessories, today announced its expansion into colour cosmetics and skin care. The move follows the takeover of the company by entrepreneurs Asia Mashadi and Syed Mashadi, who have led the brand since 2023.

The new beauty line will be financed entirely through the owners' equity, with no outside investors, allowing Hermine Hold to grow on its own terms while keeping full control of quality, design and brand identity.

A brand built by its customers

Since its launch, Hermine Hold has built a loyal following among women in Sweden, Denmark, Norway, Finland and across Europe. Its barrettes, claw clips, scrunchies and silk scarves – designed in Stockholm with Scandinavian simplicity, an artistic touch and "some raw edges" – have become everyday favourites for women who want to add something extra to their hairstyle, outfit and day. According to the company, Hermine Hold has served more than 120,000 customers.

The owners say that this loyalty is what made the next step possible.

"Everything Hermine Hold is today, we owe to our customers who chose our products, wore them, gifted them and recommended them to their friends," said Asia Mashadi, co-owner of Hermine Hold Nordics. "Their trust and support have given us the strength to look beyond hair accessories. Colour cosmetics and skin care are a natural next chapter for a brand that has always been about helping women feel confident and expressive."

From hair fashion to beauty

The new range will cover colour cosmetics and skin care, developed with the same principles that have defined Hermine Hold's accessories: premium quality, timeless Nordic design, and products made for real, everyday life.

"We are not starting from zero – we are building on a brand that women in the Nordics and Europe already know and love," said Syed Mashadi, co-owner of Hermine Hold Nordics. "By funding this expansion with our own equity, we are showing our long-term commitment to the brand and to our customers. Our ambition is to bring the Hermine Hold spirit – designed in the Nordics, made to stand out – into beauty."

Asia and Syed are a couple, both with degrees in economics and accounting and a strong business

background gained through years of leadership roles in their own family office and with international corporations.

Further details about the first cosmetics and skin care products, including launch dates and markets, will be announced in the coming months.

About Hermine Hold Nordics

Hermine Hold is a Stockholm-based brand founded in 2018 that designs premium hair accessories for women who refuse to blend in, under the motto “For Good & Bad Hair Days.” Its collections include barrettes, claw clips, scrunchies, silk scarves, caps and beanies, sold online at www.herminehold.com and shipped to customers across the Nordics, Europe and beyond. The company is owned by Asia Mashadi and Syed Mashadi and is now expanding into colour cosmetics and skin care.

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