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Private equity firms Octopus Asset Management and the Duet Group have led primary funding for Lilestone Holdings, owner and distributor of Myla, a lingerie and 'bedroom accessories' brand. The group plans an aggressive roll-out through its mail-order business and boutiques in London, Paris and New York. Brothers Leo and Daniel Gestetner, founders of the shopping portal ShopSmart and owners of First Retail, a sports clothing retailer with 110 outlets, have also taken a stake in Myla and have joined the board.

