



## **ABERCORN BUSINESS SALES**

**SUCCESSFULLY SELLING YOUR BUSINESS**



**Premier online retailer specialising in high-quality art and interior decor, including trompe-l'oeil wallpapers, functional yet artistic lighting options, contemporary furniture with traditional craftsmanship, and elegant accessories and interior products.**

East of England

**Asking Price: £300,000**



## **Confidentially offered for sale**

**Turnover for last financial year: £584,000 as per the accounts sent over**

### **Business Description**

Our client is an online retailer specialising in selling high-quality art and interior décor, including trompe-l'oeil wallpapers, lighting options that serve as both functional fixtures and works of art, rugs, furniture combining contemporary design with traditional craftsmanship, and accessories and interior products.

The client has curated a collection of thought-provoking designs catering to various interior design styles and preferences.

The extensive interior product range includes, but is not limited to:

#### **Wallpapers:**

The Business offers a diverse selection of wallpaper designs, ranging from traditional to contemporary, a collection of trompe-l'oeil wallpapers featuring realistic images that create an optical illusion, giving the impression of three-dimensional objects or architectural details.

From bookshelves filled with vintage books to exquisite chandeliers hanging from the ceiling, these wallpapers can add depth and character to any space, transforming it into a captivating environment.

The wallpapers are known for their superior quality, durability, and stunning visual appeal.

#### **Wall art:**

The collection of wall art encompasses various mediums such as paintings, canvas prints, art prints, limited edition prints, art posters, photographs, fine art photography, and original mixed media creations.

Working with talented artists to ensure a diverse and captivating collection that appeals to different interior design sensibilities.

#### **Lighting:**

They showcase extensive lighting options, including pendant lights, chandeliers, floor lamps, table lamps, and sconces. The lighting products combine functionality with aesthetic appeal, creating the perfect ambiance for any interior space.

#### **Rugs:**

The collection of rugs includes various styles, patterns, and materials. From luxurious Persian rugs to contemporary geometric designs, they offer various options to suit diverse tastes and preferences.

#### **Furniture:**

Our clients provide a carefully curated furniture collection combining contemporary design with traditional craftsmanship, resulting in visually striking and functional pieces.

From chairs and tables with unconventional shapes and finishes to unique storage solutions that double as artistic installations, the furniture pieces are designed to be statement pieces that add personality and

style to any interior.

The focus is on combining comfort, functionality, and design to offer furniture that enhances any interior setting.

#### **Differentiators:**

Sustainability and ethical manufacturing practices.

Beyond their product offerings, our client is committed to sustainability and ethical manufacturing practices. They prioritise using eco-friendly materials and work with skilled artisans to ensure high-quality craftsmanship.

By promoting sustainable and responsible design, our client aims to positively impact both the environment and the people involved in the production process.

Our client is a design brand that offers a captivating range of interior products, blending traditional craftsmanship with contemporary design concepts.

Their thought-provoking wallpapers, enchanting lighting fixtures, and unique furniture pieces redefine the boundaries of interior decor.

With a focus on storytelling, surrealism, and sustainability, our client successfully creates products that transform living spaces into engaging and visually stunning environments.

#### **Exceptional Quality:**

Our client has stringent quality control measures to ensure that all our products meet the highest craftsmanship, durability, and design standards.

#### **Customer-Centric Approach:**

Our client prioritises customer satisfaction by providing a seamless online shopping experience, excellent customer service, and timely delivery

#### **Strong eCommerce Online Presence and Marketing:**

With a strong online e-commerce presence, and social media channels including 8.5K Facebook followers, 23K Instagram followers, 296.4K Pinterest monthly viewing, and 2540 Twitter followers, drives traffic to this Business.

#### **Email Subscribers:**

The Business benefits from large number of email subscribers. Email Marketing is a targeted approach using personalized emails to inform, promote products, and enhance customer conversion and loyalty, offering cost-effective stability."

#### **Diverse customer base:**

Our client operates in the niche of unique and innovative interior design products that blend traditional craftsmanship with contemporary aesthetics.

With their unique and innovative designs, our client has gained significant recognition and popularity in

the interior design industry, attracting a diverse customer base.

This includes individual homeowners, design enthusiasts, trade professionals, interior designers, architects, hospitality businesses, retailers, other e-commerce stores, and online marketplaces.

### **Handover**

The current owners will provide support and handover to the successful purchaser.

### **Premises**

The Business operates from a warehouse and offices, two shipping containers are used as additional storage.

### **Reason for sale**

Semi Retirement and focussing on real estate portfolio

NA



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## Next Steps & Contact

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