



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



E-commerce and Wholesale Ethical Fashion Brand Business for Sale

South East London

Asking Price: £350,000

Reference: ECA-020 | Confidential Memorandum

Asking Price: £350,000 including stock (stock circa £300,000) on a cash-free debt-free basis

Current Annual Sales: circa £600,000+

Business Description:

Our client is an exciting and established e-commerce and wholesale fashion brand that has been making waves since its launch in 2021. Driven by a passionate team, the brand designs and develops stylish collections that cater to a diverse array of fashion needs.

Committed to ethical practices, they exclusively partner with audited factories, ensuring fair wages and safe working conditions for all workers involved in the production of their garments.

This dedication extends beyond ethical sourcing; the brand prioritizes innovative designs, high-quality fabrics, meticulous attention to detail, and perfect fits. Their mission is to create garments that empower clients to feel glamorous, confident, and comfortable, all at an affordable price. They strive to provide outfits that are not only trendy for the season but also timeless in quality and style.

The business has achieved an impressive turnover of approximately £600,000 per annum, working with leading online third parties and via direct sales. Substantial investments have been made in brand design, garment innovation, intellectual property, social media presence, and e-commerce platforms.

With a solid foundation established, the brand is poised for accelerated growth and expansion into additional retail partnerships, with interest from several notable platforms.

This presents an exceptional opportunity for a new owner to leverage this strong foundation and capitalize on the thriving fashion market.

Business Overview

- Established: Started trading in 2021.
- Business Type: E-commerce and wholesale fashion retailer.
- Current Turnover: Approximately £600,000, with consistent year-over-year growth.

Business Overview

This established E-commerce and wholesale fashion business specializes in outerwear and dresses, offering high-quality, stylish clothing on the company website at competitive prices. The business benefits from a solid reputation and has demonstrated growth since its inception. The business has successfully developed strong relationships within the industry, positioning the brand for further expansion.

Market Position & Competition

The business competes with established brands such as Chi Chi, Coast, Sosandar, and Lipsy.

The unique selling propositions include:

1. Better value: Working directly with manufacturers to offer superior quality at lower prices.

2. Innovative designs: The business consistently introduces new, stylish styles.
3. Quality fabrics: The business prioritises high-quality materials for durability and comfort.
4. Our brand sells on major high street brands

Customer Base

The clientele includes a mix of regular customers, retail partners, and online shoppers. The Business leverage multiple advertising channels, including social media platforms (Facebook, Instagram, TikTok, Pinterest), Google, and influencer collaborations.

The Business is featured on a major online store offering a wide array fashion design in Saudi Arabia, United Arab Emirates.

In addition, the Business has recently launched on the Dorothy Perkins and Boohoo platforms.

Financial Information

- Current Turnover: £600,000
- Potential for Growth: There are significant opportunities to increase sales through expanding styles and retail partnerships, as the business has interest from platforms like Next, Zalando, and TKMaxx.

Operational Information

- Technology Used: Outlook, Photoshop, Illustrator.
- Customer Service: Commitment to exceeding customer expectations.

Property Details

- Leasehold: Flexible lease terms; the building is owned by the vendor outside the Ltd company.
- Annual Rent: £88,000
- Property Services: Gas, electricity, water, main sewage, broadband.
- Security Features: Alarm and CCTV.

Sale Details

- Reason for Sale: Personal reasons
- Training & Transition: The seller is willing to stay for approximately one month to ensure a smooth transition.
- Non-compete Agreement: Seller will agree not to compete with the business post-sale.

Next Steps

Interested buyers are encouraged to contact us for further information and to arrange a viewing. This is an excellent opportunity for a new owner to build on a strong foundation and expand into untapped markets. To register interest, you will need to fully complete our Confidentiality Agreement form (NDA).



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Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@aberncornbusinesssales.com

aberncornbusinesssales.com