



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Online Unique Luxury Swimwear & Travel Accessories Business for Sale

Fully Relocatable Business

Asking Price: £50,000

Reference: ECA-030 | Confidential Memorandum

E-Commerce Business | Trademarked Brand | High-Growth Opportunity

Asking: Offers in the region of £50,000

Included in Sale

Full or majority ownership of brand, trademark, and IP

Shopify store + customer database-

Email flows and automations (Omnisend)

Large content bank (branded + UGC)

Social media accounts

Packaging and creative assets

Supplier relationships (fully transferable)

Existing & unreleased designs and prints (optional bundle)

Full financials and draft July 2025 accounts available upon request.

Sales in the year 31st July 2024 exceed £100,000

2025 Financial Snapshot (Projected)

Revenue: £150,000

Gross Profit Margin: 65%

Net Profit (Pre-Tax): £37,600 (25%)

Annual Ad Spend: £23,000

Inventory (Cost Value): £30,000

Inventory (Retail Value): £120,000

Key Business Facts

- Founded: 2020- Trademarked
- Shopify DTC store + Omnisend automations
- 3PL fulfilment (3+ years, fully operational)
- Featured in: ITV News, The Independent, Mail Online, The Sun
- Instagram: 30,000
- Pinterest: 300
- TikTok: 100
- Email list: 9,000
- Orders to date: 6,000
- Repeat purchase rate: 25%
- Conversion rate: 1.13%

- ROAS: 4–6x 2025

Business Overview

- Founded: 2020 (Trading began November 2020; first full year 2022)
- Business Model: E-Commerce
- Sector: Luxury Fashion – Swimwear & Travel Accessories
- Trademarked: Yes
- Customer Base: 6,200+ orders, 30k Instagram followers, 9k email subscribers
- Financials:
 - 65% Gross Margin
 - 25% Net Profit Margin
 - Approximately £40,000 Seller's Discretionary Earnings
- Growth: 40% Year on Year Revenue Growth (without external investment)
- Location: Fully Remote / Online
- Sale Reason: Health/family planning and launching a new venture in the fertility sector

Business Executive Summary:

This e-commerce business established in 2020 specialises in selling unique Luxury Swimwear & Travel Accessories. With a direct-to-consumer model, the business operates efficiently through a mix of limited stock inventory and all the products are manufactured specifically for the business and sent to the warehouse first by the supplier so there are no delays for customers.

A strong organic traffic base, loyal customers, and streamlined operations make this a turnkey opportunity for an investor seeking a profitable, low-maintenance online business specialising in Luxury Swimwear & Travel Accessories Brand

This is a rare opportunity to acquire a successful 5year-old eCommerce business and fast-growing, e-commerce brand specialising in flattering, adjustable swimwear and travel accessories for the modern female traveller. This brand has grown consistently (40% Year on Year) without external funding, driven by strong customer loyalty, compelling brand storytelling, and repeat demand for its exclusive, in-demand designs.

Built with lean operations and a Third-Party Logistics fulfilment model, the business enjoys a 25% net profit margin and a highly scalable foundation.

This business is UK-based, community-led swimwear and travel accessories brand designed for women who want to feel confident, supported, and stylish when they travel. With a strong focus on body positivity, flattering fits, and honest founder-led storytelling, the brand deeply aligns with audiences seeking empowerment and connection.

With 30k+ Instagram followers, a 9k email list, and a high repeat customer rate, the business has built a strong foundation ready to scale in the hands of someone who already commands trust from the exact audience we serve.

The Brand: - Travel-inspired. Female-focused. Confidence-first.

The Brand was born from a simple frustration: finding well-fitting, beautiful swimwear in the UK. From this came a purpose-led, emotionally resonant brand that speaks directly to a growing demographic of female travellers, digital nomads, and holidaymakers seeking quality, comfort, and confidence in their

clothing and accessories.

The brand's ethos, rooted in real travel experiences and women's safety—builds genuine trust and customer connection, reflected in its 25% repeat purchase rate and glowing 4.5/5 Trustpilot score from 149 reviews.

Products & USPs

- Adjustable & Flattering Swimwear – Designed for real bodies, with inclusive sizing and reversible options
- Exclusive Prints – High sell-through of bespoke prints with limited editions regularly sold out
- Travel Accessories – Packing cubes, makeup bags, and more designed for functionality and aesthetics
- Community-Driven – A growing female-led audience with strong engagement on Instagram, email, and UGC
- Customer-First Service – Fast fulfilment, thoughtful Customer Experience, and honest, responsive support

Key Strengths:

- Authentic Brand Voice: Built around personal storytelling and emotional connection
- Lean Operations: Fully online with outsourced Third-Party Logistics and low overheads
- Customer Loyalty: 25% repeat purchase rate, strong email engagement
- Lifestyle Expansion Potential: Swimwear + travel = endless product expansion opportunity
- Marketing Efficiency: Strong Return on advertising spend (4–6x) on Meta Ads; scalable bank of User-Generated Content and founder-led content
- Media Coverage: Featured in ITV News, The Independent, The Sun, Mail Online

Technology & Operations:

- Platform: Shopify (e-commerce), integrated with Omnisend, Trustpilot, and 3PL
- Marketing Stack: Meta Ads Manager, Google Analytics, Pinterest, Instagram, TikTok
- Logistics: Fast and reliable fulfilment via trusted UK-based Third-party logistics.
- Tools: Adobe Spark, Google Workspace, iCloud

Customer Base & Channels:

- Email Subscribers: 9,000+
- Orders to Date: 6,200+
- Instagram: 30,000 followers
- Trustpilot: 4.5/5 from 149 reviews
- Main Website Reviews: 4.8/5 from 305 reviews

Market Outlook & Potential Growth:

The female solo travel market is booming post-pandemic, with increasing demand for stylish, comfortable, and confidence-boosting clothing and accessories. This business is perfectly positioned at the intersection of swimwear and travel gear—two verticals experiencing sustained growth globally.

Key opportunities for a new owner:

- Expand to USA & Australia: Markets with strong demand and seasonally aligned peaks
- New Products: Resort wear, footwear, accessories

- Influencer/TikTok Revival: Capitalise on community-led content and paid influencer campaigns
- Wholesale/Retail Partnerships: With fashion platforms (e.g. Revolve, Selfridges, Wolf & Badger)
- Events & Retreats: Use brand loyalty to power experiential campaigns and press exposure

Owner Involvement & Handover:

- Owner Role: Currently runs the business
- Employees: None (1 student placement ends August)
- Handover Support: Available part-time post-sale; flexible by agreement
- Technical Knowledge: Not required—Shopify interface and systems are user-friendly

Reason for Sale:

The founder is stepping back from the Business to focus on health and family, with plans to launch a purpose-driven business in the fertility space. The brand is being sold with care, and the founder is committed to a smooth transition and ensuring the continued success of the community she's built.

Ideal Buyer Profile**This opportunity is ideal for:**

- A digital entrepreneur or influencer with an engaged audience
- An investor or fashion group looking for an authentic, high margin direct to consumer brand
- A strategic buyer seeking a scalable platform with brand equity and community loyalty

Summary: This is a rare opportunity to acquire a proven, emotionally resonant brand in a high-growth sector. With a compelling origin story, loyal following, strong financials, and huge upside potential in international markets and new product verticals, it's perfectly placed for scale.



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Next Steps & Contact

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