



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



**Highly Profitable & Rapidly Growing E-Commerce & Wholesale
Fashion Brand with Exceptional Manufacturing Advantage.**

Fully Relocatable

Asking Price: £350,000

Reference: ECA-037 | Confidential Memorandum

Asking Price: Offers in the range of £350,000 Including Stock Cash Free Debt Free

Current Annual Sales: circa £600,000+

Key Investment Highlights

- **Year-on-Year Turnover Growth:** Demonstrating strong market momentum with a turnover reaching approximately £600,000+ last year and consistent upward trajectory.
- **Unrivalled Manufacturing Advantage:** Superior design and fabric capabilities allowing the brand to outcompete premium high-street labels on both quality and value.
- **Immediate Expansion Blueprint:** Pre-established interest and active communication lines with leading global retail platforms including successful high street fashion brands .
- **100% Fully Relocatable:** Operating with a flexible, outsourced operational model, the business can be seamlessly relocated anywhere in the UK or integrated into an existing fashion house.
- **Turnkey Handover & Low Owner Dependency:** Simplified operating systems (Outlook, Photoshop, Illustrator) requiring no specialized technical knowledge, supported by an experienced operational team and a 1-month comprehensive handover period.
- **Robust Multi-Channel Marketing Footprint:** Mature advertising engine spanning Facebook, Instagram, TikTok, Pinterest, Google, print magazines, and an active network of micro/macro influencers.

Business Introduction:

An exceptional opportunity to acquire a rapidly expanding UK e-commerce and wholesale fashion brand specializing in high-demand outerwear and dresses.

Established with an outstanding reputation for cutting-edge designs and premium fabrics, the business benefits from an elite manufacturing relationship that allows it to undercut major high-street competitors on price while delivering superior quality.

With an established digital footprint across major social and search platforms, year-on-year turnover growth, and pre-negotiated expansion interest from tier-one retailers , this fully relocated business is perfectly primed for a strategic buyer or ambitious owner-operator to scale exponentially.

Executive Overview

Abercorn Business Sales is delighted to present a premier e-commerce and wholesale fashion brand that has achieved rapid market penetration since it began trading in 2021.

The business excels in the high-margin outerwear and dress segments, capturing a loyal customer base through its direct-to-consumer (D2C) e-commerce platform and strategic wholesale channels.

The company's core competitive edge lies in its supply chain; by utilizing the same premium manufacturing infrastructure that supplies leading UK fashion retailers, it offers consumers newer designs and superior fabrics at a substantially lower price point. Last year, the business achieved a headline turnover of approximately £600,000 , driven by an aggressive multi-channel marketing framework and an uncompromised commitment to customer service excellence.

Business Background

Originally incorporated in August 2017 and commencing active trading in 2021, the business was built from the ground up by its founding visionary. Over the last five years, the brand has successfully positioned itself as a nimble, high-quality alternative to established high-street fashion brands.

By prioritizing agility in design and material sourcing, the brand has built an immaculate market reputation. The business has never been previously marketed for sale or externally valued, representing a clean, unblemished asset for an incoming buyer. The sale is prompted solely by the vendor's desire to focus on health, recovery, and personal travel milestones, creating a rare and timely acquisition opportunity in the e-commerce fashion sector.

Products & Services

The brand delivers a highly curated, seasonally agile product line that focuses heavily on high-ticket, high-frequency purchase categories:

- **Premium Outerwear:** High-quality jackets, coats, and transitional pieces engineered with superior fabrics that outperform high-street benchmarks.
- **Trend-Setting Dresses:** Casual, evening, and seasonal dresses featuring newer, proprietary designs updated rapidly to match shifting consumer desires.
- **Wholesale Manufacturing Execution:** Utilizing an agile supply chain adhering strictly to AQL (Acceptable Quality Limit) standards to guarantee premium tier finishings.

Key Differentiators:

- **Superior Value Proposition:** Direct manufacturing access allows the brand to underprice major competitors while retaining healthy margin potential for volume purchases.
- **Material Innovation:** Direct utilization of newer and better fabric weights and textures than mainstream competitors.

Customers & Market Position

The business commands a strong presence within the highly lucrative women's fashion market, competing directly with prominent UK brands such as Chi Chi, Coast, Sosandar, and Lipsy.

Customer Profile & Loyalty

The brand caters to design-conscious, value-driven consumers via its high-performance website. Customer loyalty is driven by an "above and beyond" customer service philosophy and reinforced by highly optimized, multi-channel direct marketing campaigns.

Market Positioning & Marketing Machinery

The company's visibility is maintained via a highly sophisticated digital and print ecosystem:

- **Social & Search Engines:** High-conversion advertising across Facebook, Instagram, TikTok, Pinterest, and Google.
- **Influencer Network:** Established relationships with both micro and macro-influencers driving consistent organic and paid traffic.
- **Direct & Print Media:** Complementary outreach through targeted direct mail and featured magazine advertisements.

Operations

Location & Transferability

The business is currently housed in a secure, well-equipped facility (featuring CCTV, alarm systems, and full utilities) under a flexible lease arrangement. Because the building is owned by the vendor's

secondary business, a new, highly flexible lease can be negotiated—or alternatively, the business can be 100% fully relocated to any location globally to suit the buyer's existing infrastructure.

Staffing & Systems

The operational framework is intentionally lean and optimized for a seamless transition:

- **Key Personnel:** The day-to-day operations are driven by Fashion Coordinator, Merchandiser and 2X Part-time warehouse Assistants). These individuals manage the brand's core functions and ensure operational continuity.
- **Software Infrastructure:** Operations are streamlined using standard commercial tools including Outlook, Photoshop, and Illustrator, removing the burden of complex proprietary software.

Owner Involvement & Handover

The business requires zero technical knowledge from the incoming owner. The vendor estimates a learning curve of just 2 weeks for full operational familiarity, and to ensure absolute stability, the vendor is prepared to provide a comprehensive handover and training period of approximately 1 month. A full non-compete agreement will be signed to protect the goodwill and future growth of the brand under its new ownership.

About Abercorn Business Sales

Abercorn Business Sales is a premier UK business brokerage firm dedicated to managing the sale of high-quality, profitable, and scalable enterprises. With a hard-earned reputation for integrity, stability, and absolute confidentiality, our experienced team ensures that premium business assets are matched with qualified, strategic buyers. We manage every stage of the transaction with professional precision, allowing business owners to maximize their exit value while securing the long-term success of their legacy.

Next Steps for Qualified Buyers

To receive a copy of the full accounts, detailed financial disclosures, and the operational prospectus, interested parties must first complete a standard Non-Disclosure Agreement (NDA).



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@aberncornbusinesssales.com

aberncornbusinesssales.com