



**ABERCORN BUSINESS SALES**  
**SUCCESSFULLY SELLING YOUR BUSINESS**



**Profitable & Highly Scalable E-Commerce Jewellery Brand with  
Powerful Active Social Media Presence**

Fully Relocatable

**Asking Price: £1,400,000**

Reference: ECA-038 | Confidential Memorandum

**Typical Stock Holding:** c£300,000

**Annual Turnover:** In excess of £1.3 Million p.a.

**Gross Profit:** c£778,000 p.a.

Operating Profit/EBITDA: c £487,000 p.a.

### **Assets Included in the Sale**

The proposed sale includes:

- The Limited Company
- The registered brand
- Shopify website and associated domains
- Social media accounts
- Marketing assets and creatives
- Customer database and CRM records
- Stock and packaging inventory
- Monday.com workflows and automation systems
- Supplier and freelancer relationships
- Fulfilment infrastructure
- Operational documentation and handover support

### **Key Selling Points:**

Exceptional opportunity to acquire a profitable and highly systemised e-commerce jewellery business trading under a recognised brand.

The business specialises in premium vintage-inspired fashion jewellery and benefits from a powerful social media presence\*, strong direct-to-consumer sales, and a lean automated operating structure.

\*Current combined active social media following, which is approximately 1.8 million across Tik Tok, Instagram, Facebook, YouTube and Snapchat.

The company operates remotely through integrated Shopify and cloud-based systems, generating attractive margins with minimal overheads and low owner involvement.

Significant opportunities exist to scale through Amazon FBA, international expansion, influencer partnerships, and additional product ranges.

A rare opportunity to acquire a debt-free, modern digital brand with established systems, proven marketing channels, and substantial growth potential.

The business is fully portable and can operate anywhere globally. Stock storage requirements are modest, and the seller advises that all inventory can be relocated easily if required.

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### **Key Investment Highlights**

- Established and profitable e-commerce jewellery brand
- Highly significant social media presence
- Fully remote and location-independent operation

- Lean, highly automated business model with scalable systems
- Shopify-based infrastructure is integrated with Monday.com, Make, and Zapier
- Limited day-to-day owner involvement (strategic) with experienced support structure already in place
- Significant growth opportunities through Amazon FBA and international expansion
- Debt-free business with documented systems and smooth handover potential
- Strong vintage-inspired brand identity with loyal customer appeal
- Scalable without substantial additional capital investment

## **Executive Overview**

The business trades primarily under its brand name, is a profitable UK-based e-commerce jewellery business specialising in vintage-inspired fashion jewellery influenced by classic British 9-carat gold designs.

The company generates revenue primarily through direct online sales via its Shopify website, supported by highly effective social media marketing campaigns across both paid and organic channels.

The business has developed a strong and recognisable online brand presence, supported by a substantial social media presence. Currently combined active social media following, which is approximately 1.8 million across Tik Tok, Instagram, Facebook, YouTube and Snapchat.

Operations have been deliberately designed to remain lean, automated, and highly scalable. Integrated cloud-based systems manage inventory, order processing, fulfilment workflows, marketing coordination, and customer communications with minimal manual involvement.

The business is fully relocatable and can be operated from anywhere globally, offering exceptional flexibility for both owner-operators and strategic acquirers seeking a scalable digital commerce opportunity.

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## **Business Background:**

The business was established with the objective of building a modern, scalable jewellery e-commerce brand capable of operating efficiently through automation and remote infrastructure.

The company has successfully positioned itself within the growing online jewellery market through its distinctive vintage-inspired British aesthetic, offering products that emulate traditional premium gold jewellery designs while remaining accessible to a broad customer base.

The current owner has focused heavily on systems, automation, and operational scalability. As a result, the business now operates with limited day-to-day owner involvement and benefits from documented workflows, established supplier relationships, and proven marketing structures.

## **The business has built a reputation for:**

- Attractive and recognisable product styling
- Strong social media engagement
- Efficient fulfilment systems
- Lean operational management
- Scalable digital infrastructure

The business has historically achieved materially higher revenues across multiple channels,

demonstrating proven scalability of both infrastructure and the brand.

- Historical wholesale revenues exceeded £500,000 annually
- Direct-to-consumer website revenues historically approached £800,000 annually
- Amazon marketplaces have also achieved very strong peak trading periods particularly during Q4 seasons.

There is no reason why a new owner cannot develop these sales channels further moving forwards.

The seller advises that the business is debt-free and not being offered for sale due to distress or operational issues, but rather to allow the owner to pursue new ventures following successful systemization of the operation.

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## **Products & Services:**

### **The business specialises in:**

- Vintage-inspired fashion jewellery
- Signet rings
- Chains
- Pendants
- Premium gold-style accessories

### **Key product and service strengths include:**

- Strong British vintage aesthetic
- Recognisable branding and social media positioning
- Direct-to-consumer online sales model
- High-margin product categories
- Strong visual appeal suited to influencer marketing and social commerce

### **Revenue is generated primarily through:**

- Shopify website sales
- Paid social advertising
- Organic social media engagement
- Repeat customer purchasing

### **Future expansion opportunities include:**

- Watches
  - Earrings
  - Custom jewellery lines
  - Amazon marketplace sales
  - Wholesale and private label supply
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## **Customers & Market Position**

The business appeals primarily to fashion-conscious online consumers seeking premium-looking

jewellery with a classic British vintage aesthetic.

Key customer and market characteristics include:

- Strong appeal across social media audiences
- Broad demographic reach through digital marketing
- Established online customer engagement
- Repeat purchasing opportunities
- Strong suitability for influencer and affiliate marketing

The company operates within the resilient and expanding online fashion accessories sector, where brand identity, digital marketing reach, and social proof play significant roles in customer acquisition and retention.

Its large social media following provides a substantial competitive advantage and creates a valuable platform for future product expansion and customer growth.

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## **Business Operations**

The business has been intentionally structured for simplicity, scalability, and remote operation.

## **Systems & Technology**

Core operational systems include:

- Shopify e-commerce platform
- Monday.com workflow management
- Make automation integrations
- Zapier automation systems
- Cloud-based communications infrastructure

These systems integrate inventory management, fulfilment, order processing, customer communication, and marketing activities efficiently and with minimal manual intervention.

## **Staffing Structure**

The current operational structure includes:

- Full-time coordination and quality control staff member
- Freelance social media advertiser
- full-time remote administrator/customer service staff member
- Specialist freelancers as required
- External fulfilment partners

## **This hybrid structure enables:**

- Low fixed overheads
- Flexible scalability
- Efficient remote management
- Reduced operational risk

## **Owner Involvement:**

The current owner's role is primarily strategic and supervisory rather than operational. Day-to-day management responsibilities are largely delegated to staff, freelancers, and automated systems. This significantly enhances transferability and reduces buyer dependency concerns.

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### **Premises & Location**

The business is fully portable and can operate anywhere globally. Stock storage requirements are modest, and the seller advises that all inventory can be relocated easily if required.

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### **Growth Opportunities**

The business offers substantial future growth potential, including:

#### **Offshore Operational Expansion**

The ongoing transition toward greater offshore staffing is expected to improve profit margins materially in the coming financial periods.

#### **Amazon FBA Expansion**

Expansion into the Amazon UK and US marketplaces presents a significant opportunity to leverage existing, proven products and branding.

#### **Paid Advertising Scale-Up**

Existing social advertising campaigns and creative assets provide a strong platform for accelerated revenue growth.

#### **Influencer & Affiliate Partnerships**

The brand is well-suited to influencer-led growth strategies and to expanding affiliate marketing.

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### **Product Range Diversification**

Future opportunities include:

- Watches
- Earrings
- Custom jewellery
- Premium accessories
- Limited edition collections

### **B2B & Wholesale Opportunities**

The business may also be suitable for:

- Wholesale supply
  - Private label partnerships
  - Retail collaborations
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## Reasons for Sale:

The seller advises that the business has now reached a stage where it is highly systemised and capable of operating with limited day-to-day owner involvement.

The proposed sale will allow the current owner to focus on new ventures while providing a purchaser with the opportunity to acquire a scalable and efficiently structured e-commerce business with substantial future growth potential.

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## Abercorn Business Sales

This opportunity is being marketed confidentially by Abercorn Business Sales , experienced specialists in the confidential sale of owner-managed businesses throughout the UK.

Abercorn Business Sales are recognised for:

- No Upfront Fees Guaranteed
- Free Business Valuations
- Confidential Business Sales
- Nationwide Buyer Network
- Professional Negotiation & Sale Management

Businesses are marketed discreetly to protect staff, suppliers, customers, and commercial relationships throughout the sale process.

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**Next Step:** Further information is available to genuinely interested parties subject to completion of a confidentiality agreement and proof of funding. To discuss this opportunity confidentially, please contact Abercorn Business Sales.



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## **Next Steps & Contact**

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