ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS

Profitable Premium Men's Underwear E-Commerce Brand for Sale-Specialist LGBT and Market Positioning, Established Customer Base, 14,500 Instagram Followers, 9,000 Email Subscribers, Strong Gross Margins, Fully Relocatable

Fully Relocatable-Web based business

Asking Price: £20,000

Reason for Sale: Other professional commitments

Business Highlights:

- Established and trading since 2020
- Profitable e-commerce business
- Strong and distinctive premium brand positioning
- Particularly established following within the LGBT+ community
- Approximately 14,500 Instagram followers
- Approximately 9,000 email subscribers
- All-time returning customer rate of approximately 27.65%
- Strong independent customer feedback
- Established direct-to-consumer e-commerce infrastructure
- Shopify-based online store
- Established product ranges and creative assets
- Established overseas manufacturing relationship
- Existing wholesale relationship with historical orders of approximately £15,000
- Historically strong gross margins
- No employees
- No commercial premises required
- Low-overhead and fully relocatable operation
- Considerable untapped digital marketing potential
- Vendors are willing to provide an extensive handover and continuing support
- Vendors prepared to enter into appropriate non-compete arrangements

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Executive Summary

An excellent opportunity has arisen to acquire an established, profitable and distinctive UK direct-to-consumer men's underwear brand specialising in premium, design-led underwear and complementary products.

Established in 2020, the business has developed a recognisable identity, product collections, a loyal customer base and particularly strong recognition within the LGBT+ market. Its product range includes briefs, boxers, and jockstraps, as well as complementary lines such as socks and harnesses.

The business has largely been operated as a secondary venture by its current owners. Limited time and reduced marketing activity have constrained recent sales; however, the company remains profitable, maintains comparatively low operating costs and has established stock, infrastructure, customers, suppliers and digital marketing assets already in place.

For an acquirer with greater time, marketing expertise or an existing fashion/e-commerce platform, the business offers an attractive opportunity to acquire a ready-to-operate brand rather than build one from the ground up.

Business Profile:

The business is an independent UK men's underwear brand created to provide customers with a combination of premium quality, strong design, comfort, confidence and inclusive brand positioning.

Its founders identified a gap between the highly visual branding used by some specialist underwear businesses and the actual quality and comfort of the products being offered.

The resulting proposition was built around delivering both.

Product quality and customer experience have subsequently contributed to strong repeat purchasing and an established base of loyal customers.

The brand operates predominantly through its own direct-to-consumer e-commerce platform and has developed a substantial audience through social media and email marketing.

A number of professionally developed collections are already established, providing a purchaser with the foundations from which additional designs, seasonal collections and complementary products can be launched.

Brand Positioning & Competitive Advantage

The business occupies an attractive position between mainstream high-street men's underwear and more specialist independent premium brands.

Its principal strengths include:

Premium Product Quality & Comfort

Quality, fit and comfort have remained central to the brand proposition and are regularly highlighted through customer feedback.

Recognisable & Inclusive Identity

The brand has developed a distinctive visual identity with particularly strong resonance among LGBT+ consumers while remaining accessible to the wider men's underwear market.

Body confidence has historically formed an important element of its positioning, including the use of everyday people and models representing a broader variety of body types.

Loyal Customer Base

Repeat purchasing represents an important feature of the business.

The historic all-time returning customer rate is approximately 27.65%. In the most recently supplied annual customer data, 435 customers placed orders, of whom 76 were returning customers.

Established Reputation

The business enjoys very positive independent customer feedback and is perceived within its market as offering strong quality and value for money.

Ready-Made Infrastructure

A purchaser acquires much more than a trading website. The established business infrastructure includes:

- Brand identity

- Product designs and collections
- E-commerce website
- Customer database
- Social-media audiences
- Email marketing database
- Photography and creative content
- Established supplier relationships
- Existing stock
- Intellectual-property and trademark assets, subject to the final sale agreement
- Historical digital marketing knowledge and campaign experience

The considerable cost, time and uncertainty associated with establishing a consumer fashion brand have therefore already been undertaken.

Customers & Digital Audience

The business principally serves individual direct-to-consumer customers.

Its core customer demographic is predominantly male, with particularly strong penetration of the LGBT+ market, alongside customers from the wider men's underwear sector who value design, fit, quality and comfort. The business has developed a substantial proprietary digital audience:

Instagram: approximately 14,500 followers
Email Database: approximately 9,000 subscribers

The vendors report particularly strong email engagement, with campaigns achieving open rates of approximately 60% and click-through rates of approximately 35%.

These established audiences represent an important asset to an acquirer and provide immediate routes to market for new collections and promotional campaigns.

Wholesale Opportunity

In addition to direct-to-consumer sales, the business has an established wholesale relationship which has historically generated individual orders of approximately £15,000.

The vendors believe that, with the introduction of new collections and consistent product development, this relationship could potentially generate approximately two to three orders annually.

No reliance should be placed upon future order levels; nevertheless, the existing relationship demonstrates an additional route to market that could be developed by an appropriately resourced purchaser.

Marketing

Marketing has historically included:

- Instagram
- TikTok
- Facebook / Meta advertising

- Google Ads
- Grindr advertising
- Email marketing

Recent activity has primarily concentrated on organic social media and the existing customer database.

Importantly, paid advertising has not been actively undertaken for some time, meaning recent turnover does not reflect a business operating with a sustained customer-acquisition programme.

This provides one of the clearest opportunities for a purchaser.

Rather than acquiring a business already subjected to maximum marketing expenditure, a buyer inherits an established brand with a sizeable audience and the opportunity to reactivate previously proven acquisition channels.

Significant Growth Opportunities

The current owners believe the business has reached a stage where its future potential would be better realised by an owner able to devote greater time and resources to growth.

Key opportunities include:

1. Reintroduce Paid Digital Advertising

Structured campaigns across Meta, Google and specialist LGBT+ platforms could substantially increase new-customer acquisition.

2. Launch New Collections

The vendors have developed high-level concepts for future products which can be transferred to the purchaser.

Regular launches could encourage repeat purchases while creating opportunities for customer acquisition and renewed social-media engagement.

3. Expand Wholesale Sales

The existing wholesale relationship provides evidence of demand beyond the direct-to-consumer channel.

A purchaser could actively approach:

- Independent fashion retailers
- Specialist men's underwear retailers
- LGBT+ retailers
- Online fashion platforms
- International distributors

4. Monetise the Existing Audience

The combined Instagram following and email database give the purchaser immediate access to thousands of existing followers and subscribers.

More systematic segmentation, automation and promotional activity could increase customer lifetime value.

5. Influencer & Creator Partnerships

The highly visual nature of the product lends itself naturally to influencer, creator and affiliate marketing.

6. Product Range Expansion

Potential extensions could include additional:

- Underwear designs
- Seasonal collections
- Loungewear
- Swimwear
- Socks
- Harnesses
- Accessories
- Limited-edition collaborations

7. International Growth

The brand's specialist positioning and online model provide the opportunity for international customer acquisition without requiring a physical retail network.

Operations

The business has deliberately maintained a straightforward and low-cost operating model.

There are no employees with the business currently managed directly by its owners.

The principal technology platforms include:

- Shopify
- Gmail
- Klaviyo
- Digital content-creation systems

An acquirer familiar with e-commerce and Shopify should therefore be capable of becoming familiar with day-to-day operations relatively quickly.

Supply Chain

The business currently works with an established specialist underwear manufacturer in China.

The relationship is described as strong and positive, with the supplier familiar with the brand's products, quality expectations and target customer.

Importantly, the business is not contractually dependent upon the manufacturer, and the vendors consider alternative manufacturers to be readily available within the established international men's underwear supply chain.

This reduces concentration risk while allowing a purchaser to benefit from continuity with the incumbent manufacturer.

Premises

The business does not require retail or conventional commercial premises.

It has historically been operated from a garden-office environment and can therefore be transferred and operated from virtually any suitable UK location.

This provides:

- Low fixed overheads
- No lease liabilities
- Operational flexibility
- Straightforward relocation
- Potential integration into an existing e-commerce or fashion operation

The business could therefore appeal equally to an owner-operator, existing online retailer, fashion company or strategic trade acquirer.

Financial Overview

Financial Year	Turnover	Gross Profit	Gross Margin
Year ended Aug 2023	£54,323	£39,927	73.5%
Year ended Aug 2024	£53,133	£30,326	57.1%
Year ended Aug 2025	£47,135	£26,262	55.7%

Despite turnover reducing over the three years, reported net profitability increased materially in the latest financial year.

The decline in revenue should also be viewed in the context of limited owner availability and a significant reduction in active paid marketing.

The progressive improvement in net assets provides further evidence of the strengthening underlying financial position.

Full financial information can be made available to suitably qualified purchasers at the appropriate stage of discussions.

Why the Business is Being Sold

The business was originally established as a secondary venture but subsequently grew beyond the level initially anticipated.

After approximately five years spent developing the brand, products and customer base, the owners' other professional commitments mean they are unable to dedicate the time necessary to fully exploit its potential.

The sale is therefore intended to place the brand in the hands of a purchaser with the resources and commitment to accelerate its next phase of development.

The vendors emphasise that the decision to sell is not driven by a desire to cease an unprofitable operation. The latest supplied accounts demonstrate continuing profitability despite reduced turnover and limited recent marketing activity.

Handover & Vendor Support

The vendors are keen to see the brand continue successfully following completion.

A comprehensive handover will therefore be available, including assistance with:

- E-commerce operations
- Product knowledge
- Supplier introductions
- Customer and marketing systems
- Previous advertising activity
- Product-development concepts
- Wholesale relationships
- Brand positioning

The vendors have indicated a willingness to provide continuing support for 6–12 months, subject to terms being agreed with the purchaser.

They are also prepared to enter into appropriate restrictive covenants / non-compete arrangements as part of the final transaction.

Ideal Purchaser

The opportunity may particularly suit:

- An e-commerce entrepreneur
- Existing fashion or underwear retailer
- LGBT+ lifestyle or consumer brand
- Digital-marketing specialist
- Existing clothing manufacturer or distributor
- Online retailer seeking an established proprietary brand
- Strategic trade buyer seeking complementary products and customers
- Owner-operator seeking a relocatable online business

A strategic purchaser may be able to create additional value by integrating the brand into an established marketing, fulfilment or distribution infrastructure.

Acquisition Rationale

A purchaser is acquiring an established business rather than simply a business concept.

The key foundations are already present:

Brand + Products + Customers + Audience + Suppliers + Website + Marketing Data + Reputation + Stock + Growth Opportunities

The principal requirement for the next owner is not to recreate these assets, but to apply greater marketing activity, product development and management focus to them.

With an established customer base, significant proprietary audience, strong gross margins, low overhead structure and reduced recent marketing spend, the opportunity offers considerable scope for an entrepreneurial or strategic purchaser to unlock further value.

Next Step: To Register Interest, you will need to fully complete our Confidentiality Agreement (NDA) , to seek additional Information, please contact Abercorn Business Sales

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Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@abercornbusinesssales.com

abercornbusinesssales.com