



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



**Long-Established Lifestyle Clothing & Accessories Retailer Business
for Sale**

Norfolk

Asking Price: £380,000

Reference: RB11-ABS | Confidential Memorandum

Asking Price: £380,000 plus stock at valuation

Stock at valuation: circa £270,000

Option to buy freehold (freehold value circa £400,000)

Turnover for current year circa: £600,000+ p.a.

Gross Profits circa: £275, 000+ p.a.

Business Overview

- Ownership: Family-run independent business
- Location: Prime trading position in Norfolk.
- Reputation: Synonymous with high-quality country & lifestyle clothing across the region

Business Operations:

- Premises: Retail shop in city centre (leasehold/freehold details available post-NDA)
- Staffing: Family-run with additional retail staff as required (structure to be confirmed with seller)
- Day-to-Day Operations: Owner-led, supported by experienced staff, with strong supplier relationships and established stock management processes
- Technology: EPOS and stock control systems in place (details available post-NDA)

Business Executive Summary:

This is a rare opportunity to acquire a long-established independent lifestyle clothing and accessories retailer, situated in the heart of historic Norfolk.

The business was acquired by the current owners, who have since developed and extended the clothing ranges to create a comprehensive “top-to-toe” selection.

It has become a destination retailer for locals and visitors alike, with an emphasis on personal service, specialist advice, and a welcoming shopping experience.

The business has built a strong reputation over many years as a family-run enterprise offering high-quality country and casual clothing for both men and women. Stocking many of the leading British heritage and European brands, the shop has become synonymous with style, quality, and personal service.

With a loyal multi-generational customer base, strong brand relationships, and a prime trading location, this business represents a secure and attractive acquisition for an owner-operator, investor, or another retailer seeking expansion.

Products & Services:

- Core Offering: Quality country and casual clothing, footwear, and accessories for Gentlemen and Ladies
- Brands Stocked: A carefully curated mix of British heritage and European labels (details available post-NDA)
- Range: Jackets, coats, shirts, knitwear, trousers, footwear, hats, scarves, and accessories
- Positioning: Country lifestyle and fashionable city casual wear, offering customers a complete wardrobe solution

The store is known for its wide product selection despite its compact footprint, making excellent use of space and ensuring customers have a broad choice of styles and sizes.

Market & Clients:

- Customer Base: A loyal and diverse mix of repeat customers, including multi-generational families who have shopped with the business for decades
- Target Market: Style-conscious men and women seeking quality country and lifestyle wear, both local and regional shoppers, and visitors to Norfolk
- Market Position: Highly regarded as one of Norfolk's most respected independent clothing retailers, known for quality products and personalised service

The business benefits from a reputation for excellence, drawing customers who value trusted brands, durability, and attentive in-store advice.

Financial Summary:

Turnover for current year circa: £600,000+ p.a.

Gross Profits circa: £275, 000+ p.a.

The business has traded consistently, with steady turnover and profitability reflecting a loyal customer base and ongoing demand for quality lifestyle clothing. Full financial statements will be made available to qualified buyers upon signing an NDA

Growth Opportunities:

The business is well-positioned for further expansion under new ownership, with several clear opportunities:

- E-commerce development: Establishing or enhancing online sales channels to complement the physical store
- Social media & digital marketing: Expanding brand awareness and reaching a younger demographic through targeted campaigns
- Product range extensions: Adding new complementary product lines (e.g., outdoor gear, country lifestyle homeware)
- Events & collaborations: Hosting in-store events, seasonal promotions, or brand showcases to boost footfall

Reason for Sale:

The sale is being pursued due to the owner's planned retirement. They are committed to ensuring a smooth handover and will provide full support during the transition to new ownership.

Next Steps

Further details of this business are available subject to a signed Non-Disclosure Agreement (NDA).

For additional information or to request an NDA, please contact Abercorn Business Sales. e-mail: expert@abercornbusinesssales.com or telephone: [0800-246-1313](tel:0800-246-1313)



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Next Steps & Contact

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