



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Award-Winning British Luxury Fashion & Lifestyle Brand for Sale.

London /Fully Relocatable

Asking Price: £350,000

Reference: RB16-ABS | Confidential Memorandum

International Stockists, Profitable, Lean, Intellectual Properties-Led Business

Asking Price: £350,000 plus stock on a cash free debt free basis.

Business Location: Fully Relocatable / London

Key Highlights

- Established designer brand with 14+ years of trading
- Turnover historically ranging from c. £750k – £1.25m
- Profitable and stabilised following successful restructuring
- Stocked by leading global retailers including Harrods, Liberty, Selfridges & Nordstrom
- Lean, remote operating model with exceptionally low overheads
- Significant Intellectual Property ownership and scalable Direct To Consumers & wholesale potential

Established 2012

A distinctive, internationally recognised British luxury fashion and lifestyle brand, known for hand-illustrated designs, strong storytelling, and ethical production.

Award-Winning British Luxury Fashion represents a rare opportunity to acquire a proven, design-led luxury brand with international recognition, loyal customers, and substantial growth headroom.

Founded in 2012 by an acclaimed designer and illustrator, the business has built a strong reputation for original, hand-illustrated fashion and lifestyle products, combining artistry, narrative design, and ethical production.

While the post-COVID and Brexit trading environment, together with a change in personal circumstances, presented challenges across the sector, a strategic restructuring completed last year has transformed the business, resulting in a lean, profitable, and operationally focused company.

The brand is now stable, profitable, and well positioned for scale, offering a new owner the opportunity to grow revenues materially through enhanced e-commerce, wholesale expansion, kids wear growth, and improved cost efficiencies all without the need to rebuild brand equity.

This opportunity is ideally suited to:

- A strategic buyer or brand group
- An investor with fashion or consumer brand experience
- A founder-led business seeking a strong creative brand to scale
- An acquirer looking to leverage IP, licensing, or international growth

Business Overview

- Established: 2012
- Business Type: Luxury fashion, accessories & lifestyle brand
- Operating Model: Fully remote with third-party logistics (3PL)

The business was launched following the founder's postgraduate studies and quickly gained recognition for its distinctive illustrated silk scarves, later expanding into luxury sleepwear, apparel, accessories, kids wear, and homeware.

Over 14 years, the brand has developed:

- Strong international wholesale relationships
- A loyal and highly engaged direct-to-consumer customer base
- A respected position within the premium, design-led fashion segment

All creative artwork, designs, and brand IP are owned in-house.

Products & Services

Core Product Categories

- Luxury sleepwear and apparel
- Accessories (including scarves and lifestyle items)
- Kidswear (fast-growing category)
- Homeware and giftable products

Key Differentiators

- 100% hand-illustrated, narrative-driven designs
- Strong storytelling and artistic identity
- Limited-run, ethically produced collections
- Ownership of all creative intellectual property
- Clear positioning against mass-market and AI-generated design trends

The brand's emphasis on authentic craftsmanship and human creativity has become increasingly valuable in an AI-saturated marketplace.

Market & Clients

Customer Base

- Direct-to-Consumer mailing list of c. 27,000 subscribers
- Approximately 40% repeat purchase rate online
- 50–70 active wholesale stockists globally
- Ongoing inbound wholesale enquiries

Notable Stockists & Collaborations

- Harrods, Liberty, Selfridges, Nordstrom, Shopbop
 - Collaborations with Buckingham Palace, Mattel, Agatha Christie, Monoprix & River Island
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Operations

- Premises: No physical premises
- Staffing:
 - 3 full-time staff (including founder)
 - Senior Designer

- Head of Wholesale & Logistics
- Fulfilment: Third-party logistics provider (scalable)
- Systems: Streamlined, low-complexity operations
- Suppliers: Small number of trusted, ethical specialist suppliers
 - Alternative suppliers identified
 - Production can be relocated or rebalanced if required

The business benefits from a highly efficient, low-risk operating structure.

Financial Summary (Summary – further detail under NDA)

Year Ending December 2025

Turnover c£729,000 p.a.

Gross Profits c£365,000 p.a.

Adjusted EBITDA c£155,000 p.a.

Key Notes

- Recent restructuring has returned the business to profitability
- 2025 represents the strongest underlying performance to date
- Lean cost base provides strong operating leverage for growth

Full management accounts, balance sheet, and EBITDA detail available following NDA.

Growth Opportunities

A new owner could materially increase value through:

- Scaling DTC sales using existing brand recognition and customer data
- Wholesale expansion, particularly internationally
- Kid swear growth, already gaining traction with premium retailers
- New product categories leveraging existing artwork and IP
- Cost optimisation through improved sourcing and production scale
- Licensing & collaborations using the brand's strong visual identity

With modest growth assumptions and cost efficiencies, management believes EBITDA could be increased from c. £150k to £500k+ over time.

Reason for Sale

After 14 years of building the business through multiple economic cycles, the founder is seeking to step back from day-to-day management and focus on the creative work she loves most.

The sale is driven by:

- A desire for improved work-life balance
- A shift toward illustration, publishing, and creative projects

- The belief that the business is now best placed for a new owner to scale

The founder is open to remaining involved creatively post-sale, subject to discussion.

Next Steps

This is a high-quality, confidential opportunity with genuine upside.

Interested parties are invited to:

1. Execute a Non-Disclosure Agreement (NDA)
2. Receive full financials and supporting documentation
3. Engage in management discussions

For further information, please contact:

Abercorn Limited T/A Abercorn Business Sales
Third Floor, Belmont House, Belmont Road, Uxbridge, UB8 1HE

To Register Interest, you will need to fully complete our Confidentiality Agreement

To Register Interest or to seek additional Information, please contact Abercorn Business Sales. e-mail: expert@aberncornbusinesssales.com or telephone: [0800-246-1313](tel:0800-246-1313)

Commercial Finance:

Abercorn Business Sales are specialists in highly confidential off-market business sales. Should you require commercial finance, we have a panel of leading commercial finance brokers with access to the whole market to enable you to source the best possible terms.



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Next Steps & Contact

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