

10-jähriges italienisches E-Commerce- Unternehmen





10-jähriges italienisches E-Commerce-Unternehmen

Eine dynamische und designorientierte italienische Herrenbekleidungsmarke definiert den modernen Luxus durch ein skalierbares E-Commerce-Modell, eine starke internationale Präsenz und ein unerschütterliches Bekenntnis zur traditionellen neapolitanischen Schneiderei neu. Die 2010 gegründete Marke mit Hauptsitz in Kampen ist bekannt für die Verwendung edler Stoffe, ökologisch nachhaltiger Materialien und exklusiver hausgener Grafikdrucke.

Die Produktpalette umfasst maßgeschneiderte Anzüge, handgenähte Hemden, Einstecktücher mit charakteristischen Aufdrucken, luxuriöse Bademode und individuell gestaltbare T-Shirts – alles komplett in Italien gefertigt. Das Unternehmen hebt sich auf dem Markt ab und wird für seine einzigartige Fähigkeit gelobt, Personalisierung in großem Umfang anzubieten und dabei handwerkliches Können mit modernen Kundenerwartungen zu verbinden.

Kommerzielle Highlights

- Produkte in über 40 Ländern verkauft
- Betreibt zwei Flagship-Boutiquen in großen italienischen Städten
- Florierende E-Commerce-Plattform mit ~200.000 Community-Followern
- Vorbereitung der Einführung von Pop-up-Stores in ganz Italien
- Diversifizierung in B2B-Kommunikationsdienstleistungen für Mode, einschließlich KI und Podcast-Produktion

Strategische Vorteile

- 100% Made-in-Italy-Produktion mit flexibler, ausgelagerter Fertigung
- Starker Wiedererkennungswert der Marke, insbesondere für nachhaltige und anpassbare Mode
- Expansionsfähiges Geschäftsmodell, das digitale Kanäle und Erlebniseinzelhandel nutzt (z.B. Luxuskioske in ehemaligen Kiosken)

Investitionsgelegenheit

- Suche nach Eigenkapitalzufuhr oder strategischer Partnerschaft (auf der Basis von Lizenzgebühren oder einem Hybridmodell)

BUSINESS TYPE

Internetfirmen

COUNTRY

Italien

BUSINESS ID

L#20250944

- Kapital zur Unterstützung der Expansion im Einzelhandel, des globalen Marketings und der Entwicklung von B2B-Kommunikationsdiensten
- Prognostiziertes Umsatzwachstum von 50 %+ jährlich durch neue vertikale Märkte und Einzelhandelsformate

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