



For Sale

Location: **Sydney**
Asking: **\$150,000**
\$150,000 + SAV
Type: **Relocatable eCommerce / Retail Other**

Premium E-commerce Sleepwear Brand For Sale

Timeless Design | Natural Luxury | Ready to Grow

A rare opportunity to acquire Jasmine and Will, an established and beautifully branded online sleepwear label offering timeless collections for women, men, and children. Known for its refined aesthetic, natural fabrics, and everyday luxury, the brand enjoys strong recognition and steady demand in a resilient, year-round category.

Currently operated just 1-2 days per week, the business is primed for growth. With in-house designs, ethical manufacturing partners, a loyal customer base, and a refreshed digital platform, this is a true turnkey operation ready for immediate sales and scalable expansion.

Bestselling styles are currently in production, and key seasonal capsule collections are already in transit, positioning the brand perfectly to capitalise on the upcoming Black Friday and Christmas sales period.

Business Highlights

- 2025 trading up over 70% year-on-year following renewed digital marketing investment
- 15,000+ engaged email subscribers (inactive contacts suppressed)
- 300+ verified customer reviews (average rating: 4.9 stars)
- Strong landed stock margins
- In-house designs crafted with experienced garment technicians
- Ethical manufacturing partners with globally recognised certifications
- Children's sleepwear compliant with Australian & NZ safety standards
- Seamless 3PL fulfilment via Gold Coast warehouse
- Robust tech stack, including recently refreshed Shopify
- Repeat styles reduce design costs and streamline production
- Fully relocatable - can be operated from a home office with no staff required

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Broker Ref: BR01859

Luisa Heenan



- Existing wholesale relationships available to be reactivated

The current owner will provide full handover and training to ensure a smooth and successful transition.

This is a perfect opportunity for an e-commerce business seeking a scalable lifestyle brand, a digital marketing specialist, fashion retailer seeking to expand their range, or a passionate operator ready to take a high-quality brand to the next level.

Sale price \$150,000 + SAV (approx \$65,000)

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Timestamp: 20250807023004