



For Sale

Location: **Melbourne**
Asking: **\$520,000**
Type: **Retail-Food Other / Relocatable eCommerce**

Luxury Men's Jewellery eCommerce Brand For Sale | 10+ Years Established | Work Anywhere

An exceptional opportunity to acquire a profitable, resilient luxury men's jewellery brand with over a decade of proven performance. This is a direct-to-consumer eCommerce business specialising in solid gold and silver rings, complemented by pendants, chains, and bracelets. The brand holds a strong reputation for quality, exclusivity, and repeat purchasing.

This is a turnkey acquisition with systems, suppliers, brand equity, and customers already in place.

Business Highlights

- * Established for 10+ years with a trademarked brand
- * Premium men's jewellery focused on gold and silver products
- * Strong positioning in the luxury DTC market
- * Fully outsourced, world-class manufacturing partner
- * No in-house production or heavy overheads
- * Highly scalable operating model

Financial Performance

- * Consistent multi-year revenue growth
- * Strong profit margins
- * Proven resilience through COVID, tariffs, and precious metal price volatility
- * Accelerating growth trajectory with strong recent YoY performance
- * Sale includes significant existing inventory for immediate continuity

Customer & Marketing Assets

- * High repeat customer rate (50%+)
- * Large, engaged email list (63,000+ subscribers)
- * Strong organic social media presence with a substantial Instagram following

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Business Brokers Network
Australia
Broker Ref: 25394



- * Brand trust built over many years, reducing reliance on paid ads

Operations

- * End-to-end outsourced production with a premium manufacturing partner
- * Lean team and low owner involvement
- * Owner primarily handles strategic oversight and supplier payments
- * Smooth handover and immediate operation for a new buyer

Growth Opportunities

- * Expand product ranges and collections
- * Increase average order value through upsells and bundles
- * Wholesale and luxury retail partnerships
- * International expansion with targeted campaigns
- * Scale paid marketing using an already-proven funnel

Ideal Buyer

- * Existing jeweller seeking rapid online expansion
- * eCommerce operator or brand aggregator
- * Strategic buyer in luxury goods, accessories, or lifestyle brands
- * Investor seeking a proven, scalable digital brand

Sale Includes

- * Trademarked brand and IP
- * eCommerce website and all digital assets
- * Customer database and email list
- * Social media accounts
- * Manufacturing relationships
- * Existing inventory

Confidential Sale

Full financials, brand details, and supplier information available after NDA.

Figures provided by vendor. Buyers should complete their own due diligence. Enquire now at teamvaibhav@greenfieldsre.com.au with Subject: 'Men's Jewellery Brand' for full details Important Information Vaibhav Grover, Business Advisor and Broker, Agent's Representative acting for Greenfields Real Estate, Lic No. 091937L. All financial information is provided by the vendor. Buyers must complete their own due diligence. Agents accept no liability for accuracy of figures or any outcomes arising from the information supplied. Pictures are for Reference Purpose Only