



For Sale

Location: **Sydney**
Asking: **\$2,700,000 + SAV**
Type: **Relocatable eCommerce**

Profitable Premium Lifestyle Clothing & E-Commerce Brand

An outstanding opportunity to acquire a well-established, profitable premium lifestyle brand operating within a passionate and growing niche market. Boasting a sizeable proprietary audience and industry-leading customer retention and satisfaction, the business is currently based in Southern Sydney (NSW), but is fully relocatable, providing flexibility for a purchaser to operate from any location.

Key Highlights

1. Proven profitability and consistent trading performance
2. Diversified revenue streams across online and wholesale channels
3. Strong customer loyalty with repeat purchasing behaviour
4. Established e-commerce platform with solid traffic and conversion
5. Sizeable proprietary audience of over 100,000 social media followers and email database of 26,000, significantly reducing customer acquisition costs
6. Scalable business model with clear growth upside

The business operates as a direct-to-consumer e-commerce platform with an international reach, complemented by an established wholesale network that spans across Australia and New Zealand. By integrating in-house product design with a strategic network of global manufacturing partners, full creative control is maintained while leveraging worldwide production expertise. The business is supported by a lean and efficient operational structure designed to allow scaling across global markets.

What's Included in the Sale

The sale includes all key assets required to operate the business, including:

1. Established brand name and registered trademarks (domestic and international)
2. Fully optimised, high-converting e-commerce platform. Large wholesale network with established footprint across Australia and New Zealand.
3. Well-established customer database (26,000) and marketing assets
4. Highly engaged and expansive social media accounts (100,000+ followers)

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5. Established supplier network

6. Comprehensive library of digital media and creative assets

7. Goodwill and exceptional brand reputation. Hundreds of verified 5* customer satisfaction ratings.

8. Plant and equipment associated with operations

Contact us today to complete a Confidentiality Agreement and discuss the opportunity further, with the Information Memorandum provided to qualified enquiries.

Asking Price \$2,700,000 + Stock at Value (SAV)