

Línea de ropa de lujo de gama alta





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Diseñadora especializada y creadora de tendencias en el mundo de la ropa femenina contemporánea y de alta costura, con más de 20 años de experiencia empresarial y de marca en la industria de la moda mundial.

Puntos clave

- Colaboró y asesoró a algunas de las principales empresas mundiales de moda en áreas como el diseño de colecciones durante muchos años antes de iniciar su propia marca;
- Vendió colecciones a las tiendas especializadas en moda más destacadas, respetadas e influyentes del mundo, como Colette y L'Eclaireur en París, Browns en Londres, Saks Fifth Avenue en Nueva York, Louis of Boston y muchas otras en todo el mundo;
- Lanzó, administró e hizo crecer sus marcas de alta costura y R-T-W, creando una presencia mundial en las tiendas minoristas más conocidas y generando resultados atractivos para sus inversores;
- Tiene una gran experiencia en la creación y construcción de marcas de moda y en la creación de conciencia de marca, habiendo mostrado líneas en muchos de los desfiles más prestigiosos, incluida la Semana de la Moda Mercedes Benz en Nueva York.

A los pocos años de fundar su marca homónima, creó una colección de moda prêt-à-porter dirigida a mujeres de entre 25 y 50 años. A lo largo de la década de 2000, presentó sus colecciones en los principales eventos de moda internacionales con gran éxito y obtuvo reconocimiento internacional en los Estados Unidos, Europa occidental y Asia oriental.

Producción

Durante los últimos cuatro años, el propietario ha establecido relaciones muy sólidas con dos instalaciones de producción de ultra-gama alta en Francia (tejido y ensamblaje) e Italia (adornos). La seriedad y la reputación del propietario dentro de la industria han permitido estas asociaciones.

Comercialización y Distribución

La marca sigue los pasos de marcas exitosas en la industria mientras crea su propia dirección creativa y una imagen muy fuerte. Estos nombres comenzaron con tiendas minoristas en áreas específicas para establecer su imagen en el mercado y establecer una clientela dedicada.

El propietario ha formado un equipo asesor críticamente fuerte con experiencia en todos los ámbitos en diseño, producción, marketing y lanzamiento minorista de marcas, junto con experiencia en la obtención de capital y finanzas.

TARGET PRICE

\$2,223,000

GROSS REVENUE

\$0

EBITDA

\$0

BUSINESS TYPE

Minorista de moda

COUNTRY

Estados Unidos

BUSINESS ID

L#20230416

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