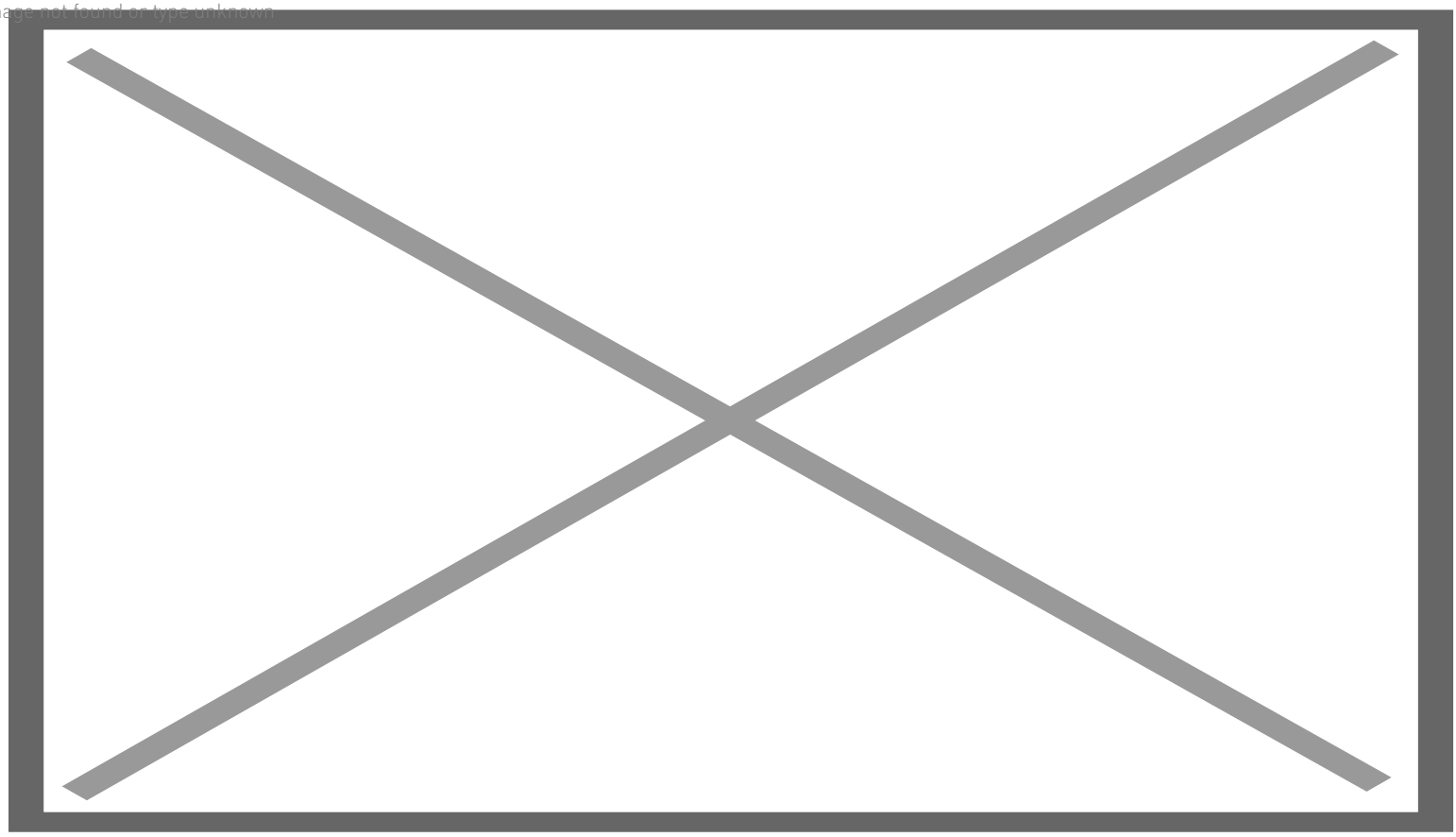
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Marca de moda de Mónaco-Montecarlo

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Marca de moda de Mónaco-Montecarlo

La marca de moda Monaco Monte-Carlo es una marca de lujo y prestigio con sede en el corazón del Principado de Mónaco. Con sus diseños emblemáticos, su artesanía de primera calidad y su atención al detalle, esta marca se ha consolidado como un símbolo de elegancia y sofisticación.

Fundada en 2011 y situada en el lujoso enclave de Mónaco, la marca ha alcanzado un hito notable, con unos ingresos de 500.000K € en los últimos doce meses. En el panorama en constante evolución del sector de la moda, sigue prosperando como un referente de sofisticación y encanto atemporal.

El exquisito gusto de la marca se refleja en su selección de tejidos de lujo, sus intrincados bordados y su impecable confección. Cada prenda se crea con el máximo cuidado y precisión, lo que garantiza un ajuste perfecto y una comodidad inigualable. Desde elegantes vestidos de noche hasta trajes a medida, cada pieza es una obra de arte, elaborada meticulosamente para realzar la confianza y el encanto de quien la lleva.

La marca de moda «Monaco Monte-Carlo» se ha ganado un público fiel entre la élite mundial, entre la que se cuentan famosos, personalidades de la alta sociedad y personas adineradas que buscan opciones de moda refinadas. Sus exquisitos diseños han lucido en alfombras rojas, pasarelas de moda y eventos exclusivos de todo el mundo, lo que ha consolidado su posición como una marca muy codiciada en el sector de la moda de lujo.

Dirigido a la mujer cosmopolita, de entre 20 y 50 años, nuestro público objetivo es el paradigma de la sofisticación urbana y desprende un aura glamurosa, femenina y romántica. Encarnan una elegancia refinada que les permite afrontar la vida con naturalidad y una actitud positiva. Lo que nos diferencia en el saturadísimo mercado online de la moda femenina y los regalos de lujo es nuestro compromiso inquebrantable con una reputación impecable. Mientras que otros pueden sucumbir a las modas pasajeras y sacrificar la calidad con productos baratos y efímeros, ellas se mantienen firmes como defensoras de un estilo atemporal.

Puntos clave

- Más de 100 tiendas en Europa, ampliando la gama de productos a cosméticos, calzado y gafas.
- La principal fuente de tráfico son las redes sociales.
- Más de 300 000, ingresos netos, más de 5360 artículos vendidos
- Más de 3.000 clientes de 35 países diferentes
- >17 000 seguidores en redes sociales
- 20 % de transacciones recurrentes

TARGET PRICE
EUR 1,800,000

GROSS REVENUE
EUR 500,000

EBITDA
EUR 0

BUSINESS TYPE
Minorista de moda

SUPPORT & TRAINING
12 Meses

REASON FOR SELLING
Jubilación

COUNTRY
Mónaco

BUSINESS ID
N.º 20230583

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