

Una empresa italiana de comercio electrónico con 10 años de antigüedad





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Una marca italiana de ropa masculina dinámica y de diseño vanguardista está redefiniendo el lujo moderno mediante un modelo de comercio electrónico escalable, una fuerte presencia internacional y un compromiso inquebrantable con la sastrería tradicional napolitana. Fundada en 2010 y con sede en Campania, la marca es conocida por utilizar tejidos nobles, materiales ecosostenibles y estampados gráficos exclusivos de la casa.

Su gama de productos incluye trajes a medida, camisas cosidas a mano, pañuelos de bolsillo con estampados de autor, ropa de playa de lujo y camisetas personalizables, todos ellos confeccionados íntegramente en Italia. Destacada en el mercado, la empresa es elogiada por su capacidad única de ofrecer personalización a escala, fusionando la artesanía con las expectativas modernas de los clientes.

Aspectos comerciales destacados

- Productos vendidos en más de 40 países
- Opera dos boutiques insignia en las principales ciudades italianas
- Próspera plataforma de comercio electrónico con ~200.000 seguidores en la comunidad
- Preparando el lanzamiento de tiendas pop-up en toda Italia
- Diversificación hacia los servicios de comunicación de moda B2B, incluida la IA y la producción de podcasts

Ventajas estratégicas

- Producción 100% Made-in-Italy con fabricación flexible y externalizada
- Fuerte reconocimiento de marca, especialmente por la moda sostenible y personalizable
- Modelo de negocio listo para la expansión que aprovecha los canales digitales y el comercio minorista experiencial (por ejemplo, quioscos de lujo en antiguos quioscos de prensa).

Oportunidad de inversión

BUSINESS TYPE

Negocios en Internet

COUNTRY

Italia

BUSINESS ID

L#20250944

- Busca una inyección de capital o una asociación estratégica (basada en cánones o en un modelo híbrido)
- Capital para apoyar la expansión minorista, el marketing global y el desarrollo de servicios de comunicación B2B
- Crecimiento previsto de los ingresos de más del 50% anual impulsado por nuevos verticales y formatos minoristas

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