

10년 전통의 이탈리아 이커머스 기업





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역동적이고 디자인을 선도하는 이탈리아 남성복 브랜드는 확장 가능한 이커머스 모델, 강력한 국제적 입지, 전통적인 나폴리 테일러링에 대한 확고한 헌신을 통해 모던 럭셔리를 재정의하고 있습니다. 2010년에 설립되어 캄파니아에 본사를 둔 이 브랜드는 고급스러운 원단, 친환경 소재, 독점적인 자체 그래픽 프린트를 사용하는 것으로 유명합니다.

맞춤 정장, 수작업으로 바느질한 셔츠, 시그니처 프린트의 포켓 스퀘어, 고급 비치웨어, 맞춤형 티셔츠 등 다양한 제품을 이탈리아에서 전량 제작합니다. 시장에서 두각을 나타내고 있는 이 회사는 장인 정신과 현대 고객의 기대치를 융합하여 대규모 개인화를 제공하는 독보적인 능력으로 찬사를 받고 있습니다.

광고 하이라이트

- 40개국 이상에서 판매되는 제품
- 이탈리아 주요 도시에 두 개의 플래그십 부티크 운영
- 약 20만 명의 커뮤니티 팔로워를 보유한 성공적인 이커머스 플랫폼
- 이탈리아 전역에 팝업 스토어 오픈 준비 중
- AI 및 팟캐스트 제작을 포함한 B2B 패션 커뮤니케이션 서비스로의 다각화

전략적 이점

- 유연한 아웃소싱 제조를 통한 100% 메이드 인 이탈리아 생산
- 특히 지속 가능하고 맞춤화된 패션을 위한 강력한 브랜드 인지도
- 디지털 채널과 체험형 리테일(예: 기존 신문 가판대의 고급 키오스크)을 활용하는 확장 가능한 비즈니스 모델

투자 기회

TARGET PRICE

\$ 0

BUSINESS TYPE

인터넷 비즈니스

COUNTRY

이탈리아

BUSINESS ID

L#20250944

- 지분 투자 또는 전략적 파트너십 모색(로열티 기반 또는 하이브리드 모델)
- 소매업 확장, 글로벌 마케팅, B2B 커뮤니케이션 서비스 개발을 지원하는 자본
- 새로운 업종과 리테일 포맷에 힘입어 연간 50% 이상의 매출 성장 예상

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