

# 이탈리아 화장품 스킨케어 사업





2022년에 출범한 화장품 업계에서 빠르게 성장하고 있는 이탈리아의 신생 스타트업은 이탈리아에서 조달하고 생산한 천연 활성 성분으로만 만든 과학적 근거의 프리바이오틱 스킨케어 제품을 통해 뷰티 케어를 재정의하고 있습니다. 이 브랜드의 현대적이고 재활용 가능한 패키지와 잔인하지 않은 포지셔닝은 지속 가능하고 효과적인 스킨케어를 찾는 Z세대와 밀레니얼 세대에게 강하게 어필하고 있습니다.

이 회사를 차별화하는 것은 수직적으로 통합된 구조입니다. 유서 깊은 생산 회사, 80개의 직영 매장을 보유한 소매 사업, 165개의 파트너 매장으로 구성된 컨소시엄을 소유하여 제조부터 유통까지 가치 사슬의 모든 단계를 관리하고 있습니다.

#### 제품 포트폴리오

다양한 스킨케어 및 메이크업 아이템이 포함되어 있습니다:

- 스킨케어: 크림, 클렌저, 자외선 차단제
- 메이크업: 파운데이션, 프라이머, 글로스, 립스틱, 아이섀도 등
- 액세서리: 브러시 및 어플리케이터
- 보충제: 2025년에 출시되는 특허받은 보충제 라인

#### 상업적 발자국

- 이탈리아 전역 347개 매장에서 판매되는 제품
- 라 리나센테, 나이마 등 주요 뷰티 체인점과의 전략적 파트너십을 통해 700개 판매처로 확대 예정
- 최근 해외 대형 화장품 유통업체와 해외 유통 계약 체결

#### 전략적 이점

- 건강기능식품에 대한 특허 확보

#### TARGET PRICE

\$ 750,000

#### BUSINESS TYPE

화장품 회사

#### COUNTRY

이탈리아

#### BUSINESS ID

L#20250943

- 태양광 발전 시스템을 갖춘 1,000m<sup>2</sup> 규모의 새로운 본사 및 물류 허브로 이전하여 운영 비용을 크게 절감했습니다.
- 인지도가 높은 TV 유명인사와 향후 웹 인플루언서 파트너십을 통해 강력한 브랜드 구축 지원

#### 투자 기회

- 150만 유로의 공개 유상 증자, 절반은 이미 총당 완료
- 인플루언서 파트너십 및 제품 개발 자금을 위해 금융 또는 산업 투자자로부터 75만 유로를 구합니다.
- 투자자가 생산을 확대하거나 지분을 인수하거나 고수익 제품 라인의 독점 제조업체가 될 수 있는 가능성

#### 인센티브

- 이탈리아 혁신 스타트업 규정에 따라 주식 매입 시 최대 50%의 세금 공제 혜택을 받을 수 있습니다.

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