

E-Commerce Eyewear Brand Business for Sale Brisbane



For Sale

Location: **Brisbane**
Asking: **\$80,000**
Type: **\$80,000 + SAV**
Retail Other / Relocatable eCommerce

E-Commerce Eyewear Brand Suit Fashion Entrepreneur

This established fashion eyewear brand, has already made waves in both the Australian and US markets.

Over five years, the brand has redefined eyewear with a proven direct-to-consumer B2C marketing strategy, leveraging TikTok, Pinterest, and partnerships with key opinion leaders to amplify visibility.

B2B Relationships also exists with key boutique stockists.

Notable marketing success includes features media channels, fashion week events & podcasts.

As a fully relocatable, home-based e-commerce operation, this business offers unparalleled flexibility.

Shopify, Klaviyo, and Adobe Suite are utilised to streamline operations, making it easy to manage from anywhere.

The current owner now operates the business part-time, approx 5-6 hours per week and outsources to freelancers as required.

Owners core responsibilities includes, overseeing design, managing Shopify platform, website, social media and engagement, negotiating with manufacturers, tracking shipments and account reconciliation.

The current owner, focused on a corporate career, is ready to pass on this high-growth opportunity to a new owner who can dedicate more time and creativity.

Growth potential is significant across geographic expansion, product line development and strategic partnerships & collaboration.

With systems in place for a seamless transition, this business is ideal for a fashion enthusiast or entrepreneur looking to expand an already successful brand with a loyal following.

Enquire now to discover more about this opportunity.

Business Broker: Jodie Castle

Ref: BR01763

Mobile: +61 406 109 150

Email: jodie.castle@linkbusiness.com.au

Contact:

Jodie Castle
+61 406 109 150 or +61 7
3831 2300

aubizbuysell.com.au/125516

LINK Business Brisbane
Broker Ref: BR01763



LINK Business Brokers Brisbane

7/63 Annerley Rd, Woolloongabba QLD 4102

Ph: (07) 3831 2300

Ref: BR01763

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aubizbuysell inquire online at: aubizbuysell.com.au/125516