

30-Year-Old Historic company producing make-up stations and illuminated mirrors





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A unique opportunity for investors or Swiss and European companies: a well-established manufacturing business with 30 years of history, located in the Republic of San Marino, strategically positioned for exports to the European Union and the United States.

This company was born 30 years ago from an idea of a photographer and a make-up artist. Working together backstage at events and shows they frequently found themselves working in inappropriate conditions. They therefore devised a solution that would allow them to present themselves in a professional manner and always work efficiently. On the scene, their first prototype of a "suitcase with legs" aroused interest and admiration and so they decided to start producing and marketing it.

Italian cosmetic manufacturing business is known for its high-quality products and centuries-old tradition of beauty and skincare expertise. With a strong emphasis on innovation and sustainability, Italian cosmetic companies have made a name for themselves worldwide.

The company established itself globally as a reference brand for mobile make-up stations and acquired important partnerships in France, Germany, Japan, Russia, the United Arab Emirates, the United States and Great Britain.

Every year, this company has expanded its range, introducing increasingly technologically advanced products that meet the needs of different professional categories.

Competitive Advantages

Strategic location: San Marino, though not an EU member, benefits from customs and tax agreements with the European Union that facilitate trade and commercial relations.

Ideal for Swiss companies: an operational base closer to the EU market, with logistical and fiscal advantages.

Export to the USA: reduced duties (around 10%), lower than those from Italy, Germany, or Switzerland.

Streamlined bureaucracy: faster and more cost-effective company setup and management compared to many EU countries.

EU Customs Union: possibility to import raw materials from Europe and re-export to the USA with simplified procedures.

Key Products

1. Standard make-up cases
2. Personalized makeup cases
3. Makeup chairs
4. Workstations on wheels
5. Table mirrors
6. Vintage mirrors with classic light bulb

7. Makeup trunks
8. Accessories
9. Wall mirrors
10. Backlit panels
11. Console

Customers

- Companies in the cosmetics and perfumery sector
- Marketing and Retail shop, Freeshop
- Professional makeup artist, hairdresser and freelancer
- Pharmacies
- Beauty salon and SPA
- Makeup schools
- Film/Theatre/Events

Markets

- France, Italy, Germany, Switzerland, USA, Japan and others.

Customers Target

- Architecture and design studios
- Interior designer
- Shop/Retail furnishings
- Theatres/Cinemas
- Private
- Makeup artist
- Makeup schools
- Salon furnishings
- Luxury furniture shops
- Bathroom furniture shops

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