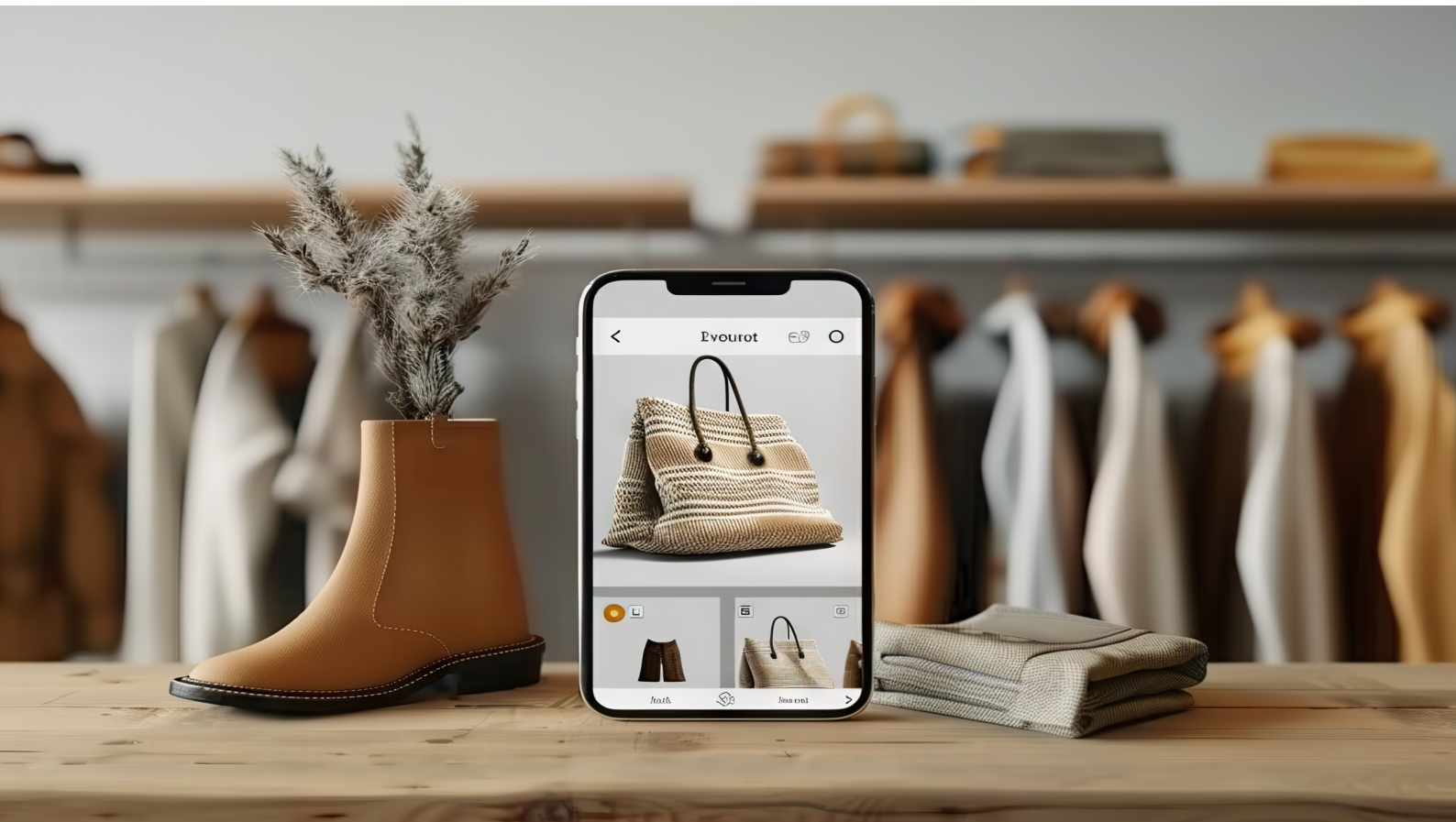


# 20-Year-Old Italian Fast Fashion Retail Platform with +150 Stores



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## 20-Year-Old Italian Fast Fashion Retail Platform with +150 Stores

The Company is a well-established Italian fast fashion retailer, founded in 2000s and headquartered in Italy. It operates in the affordable fashion segment, offering trend-driven apparel and accessories with a strong Italian design identity.

The company was founded from the vision of a young and dynamic team, constantly attentive to the needs of the modern woman, transforming ideas into finished products through the right balance of creativity, design, and trend awareness.

A key strength lies in the relationship of trust and discovery established between the customer and the retail store, where she is assured of quality, highly competitive pricing, and all the benefits of a direct connection to production, alongside ongoing promotions and continuous "flash" collections. Today, the company is a leader in the fast fashion sector, supported by a team of trend scouts and stylists dedicated to identifying emerging market trends.

Production partnerships are evenly split between Italy and international suppliers, supported by an integrated supply chain that ranges from fabric processing to final garment completion, as well as through selected partners working in close collaboration with the in-house design team. The company's mission is to deliver consistent, long-lasting quality at highly accessible prices, while maintaining a strong Made in Italy identity.

### Strong Market Positioning

- Recognized player in the Italian fast fashion segment
- Balanced positioning between low-cost mass market and premium brands
- Consistent alignment with evolving fashion trends

### Scalable Retail Network

- ~150–170 stores across Italy (direct, franchised, and outlets)
- Proven franchise model enabling rapid expansion
- Integrated omnichannel presence (retail + e-commerce)

### Attractive Financial Profile

- ~€80M–€100M annual revenue range
- Lean cost structure with efficient operations
- High inventory turnover driven by frequent product refresh

### Diversified Product Offering

- Core categories:
  - Women's apparel (primary segment)
  - Extended sizing / curvy collections
- Expansion into adjacent segments (e.g., lingerie, basics)

### Business Model

TARGET PRICE  
EUR 29,000,000

GROSS REVENUE  
EUR 80,000,000

EBITDA  
EUR 4,979,629

BUSINESS TYPE  
E-commerce Business

COUNTRY  
Italy

BUSINESS ID  
L#20261028

- Trend-driven design model with frequent new collections
- High-frequency product launches driving repeat store visits
- Omnichannel strategy:
  - Physical store network
  - E-commerce platform
  - Social media-driven customer engagement

## Competitive Advantages

- Strong Italian fashion positioning
- Rapid product lifecycle (fast fashion model)
- Attractive price-to-quality ratio
- Broad assortment and SKU depth
- Established franchise infrastructure

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