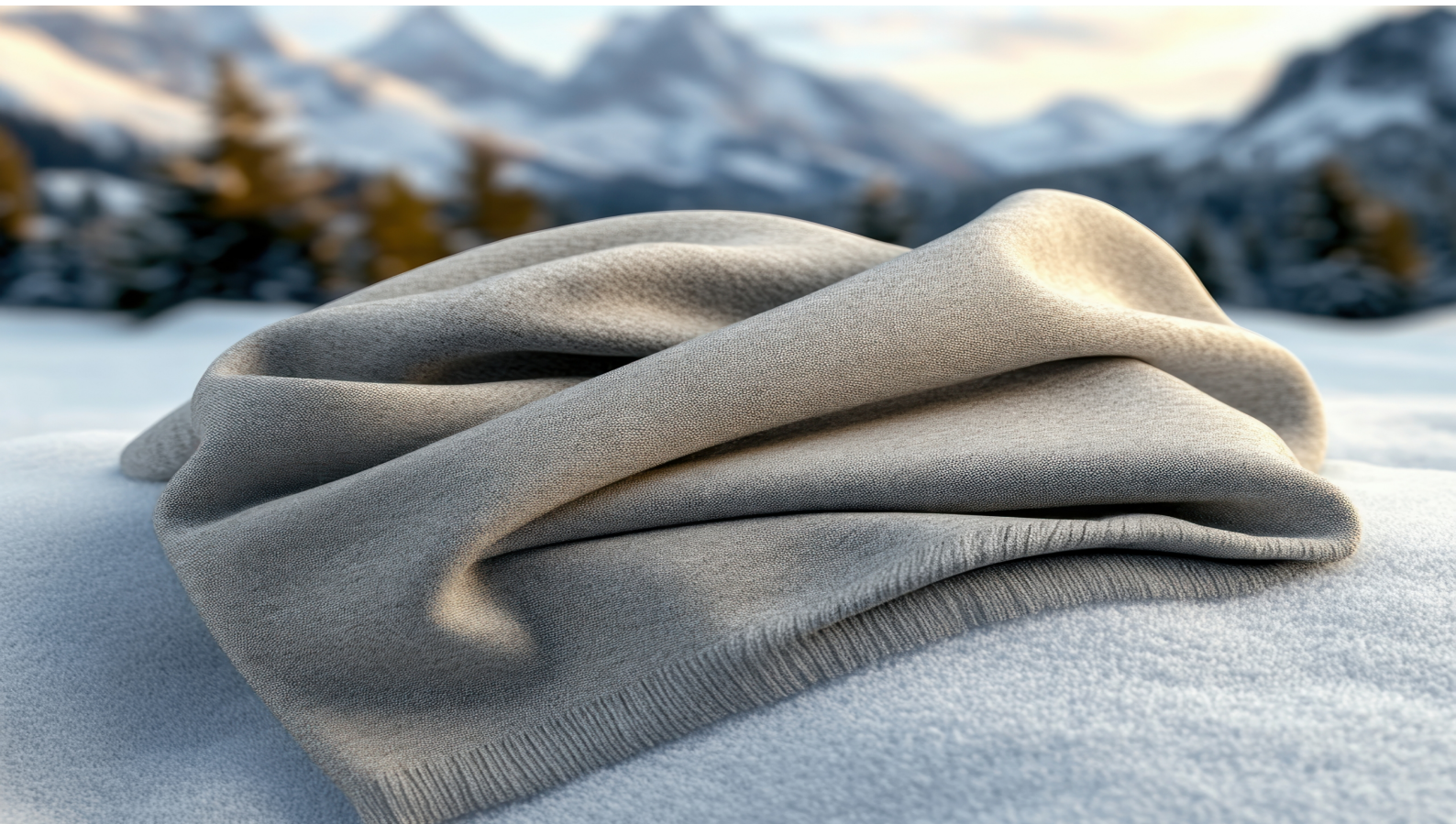


# Premium Natural Fibre & Sheepskin Lifestyle Brand Merino



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## Premium Natural Fibre & Sheepskin Lifestyle Brand Merino

An established premium lifestyle business specializing in 100% New Zealand and Australian-made products crafted from authentic natural materials, including New Zealand fibre and Australian sheepskin. The company offers a well-developed product portfolio across multiple high-demand categories, combining heritage craftsmanship with modern retail appeal.

### Core Product Range

#### Footwear Collection

A wide range of sheepskin boots and home slippers produced from genuine double-face Australian sheepskin, featuring EVA and rubber soles. The collection includes both adult and children's lines, combining comfort, durability, and natural insulation.

#### Knitwear Collection

Premium knitwear produced by leading New Zealand manufacturers, including sweaters, cardigans, beanies, hats, scarves, gloves, and socks. Products are made exclusively from natural New Zealand fibres, including high-grade wool, fibre fur, and silk, with minimal synthetic blending (up to 10% nylon for structural support where required). The range covers multiple colors and sizes for both adults and children.

#### Thermal & Performance Wear

A dedicated line of 100% natural wool thermal underwear and sportswear, manufactured in New Zealand and Australia, designed for superior insulation, breathability, and performance in cold climates.

#### Sheepskin Rugs (Optional Expansion Segment)

The business also has access to a range of sheepskin rugs, including both standard catalogue products and custom-made solutions through established supplier relationships. This segment can be operated as a standalone business line or integrated into the core offering.

### Premium Merino Concept – Chamonix

Premium New Zealand-made merino fashion curated for alpine boutiques, concept stores, ski resorts, hotels, and lifestyle retailers.

Merino Lux offers a carefully selected wholesale collection combining natural fibres, refined contemporary design, and mountain-ready elegance. The concept is positioned for premium alpine and lifestyle retail environments, particularly in high-end seasonal destinations.

### Business Highlights

- 100% New Zealand and Australian origin products
- Established manufacturer relationships and supply chain access
- Over 20 years of industry experience
- Strong positioning in premium natural fibre and alpine lifestyle segment
- Diversified product categories with year-round demand
- Scalable model with expansion potential across retail, wholesale, and tourism markets

GROSS REVENUE

\$0

EBITDA

\$0

BUSINESS TYPE

Retail Miscellaneous

COUNTRY

France

BUSINESS ID

L#20261036

## **Operational Setup**

Upon acquisition, full introductions and handover of supplier relationships and manufacturing contacts will be provided to ensure seamless continuation of operations.

For buyers interested in the Chamonix region, a recent office/showroom and storage facility is available in a central location in Chamonix, French Alps, supporting retail, distribution, and operational activities.

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