

Linea di abbigliamento American Unique





Linea di abbigliamento American Unique

Il marchio è un'etichetta di moda indipendente e orientata al design, riconosciuta per le sue silhouette architettoniche, l'estetica di lusso minimalista e la sua clientela di nicchia. Nell'ultimo decennio, ha coltivato un seguito fedele grazie a una voce distintiva del marchio, alla coerenza creativa e alle strette relazioni con i clienti, rafforzate da un modello ibrido di esperienze esclusive in showroom e commercio digitale.

Con una strategia di collezioni raffinate e volutamente limitate, il marchio opera all'incrocio tra arte, moda e funzionalità, offrendo soluzioni di guardaroba elevate per i clienti che apprezzano il design senza tempo rispetto alla moda di tendenza.

Punti chiave

DNA del design: Si concentra su una vestibilità elevata con una sartoria precisa e un'esecuzione minimalista.

Clientela fedele: Comportamenti di acquisto ripetuti e relazioni a lungo termine con una clientela di base ad alta fidelizzazione.

Accesso in studio: Un modello di vendita al dettaglio unico che offre esperienze di shopping curate e su appuntamento

Presenza digitale: Canale di e-commerce completamente di proprietà e gestito con forti margini e bassi costi di gestione.

Media guadagnati: Copertura editoriale positiva da parte di organi di stampa indipendenti e regionali

Segmento

- Capi di abbigliamento da donna: pantaloni, top, capispalla e capi per le occasioni.
- Le silhouette principali non hanno stagione e sono disponibili in edizione limitata.
- Accessori e offerte lifestyle legate all'etica del marchio
- Attivazioni occasionali di saldi di campionario e capsule collection

Posizione di mercato

Il marchio si posiziona in modo competitivo nel segmento della moda indipendente di fascia alta, accanto a marchi come Rachel Comey, Zero + Maria Cornejo e, a livello di boutique, The Row. Si rivolge a un pubblico esigente e attento allo stile che apprezza l'individualità, l'artigianato e il design mirato.

BUSINESS TYPE

Rivenditore di moda

ESTABLISHED

2011

COUNTRY

Stati Uniti

BUSINESS ID

L#20251011

The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction

The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.

By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.

This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.

The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.

All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.

www.mergerscorp.com



© 2024 MergersCorp M&A International. All rights reserved.

© 2024 MergersCorp M&A International. MergersCorp™ M&A International is the collective brand name of independent affiliates of MergersCorp M&A International. For more details on the nature of our affiliation, please visit us on our website <https://www.mergerscorp.com/disclaimer>. MergersCorp M&A International is not a registered broker-dealer under the U.S. securities laws. MergersCorp M&A International does not offer or sell securities or provide investment advice or underwriting services. The articles or publications contained in this presentation are not intended to provide specific business or investment advice. The author or MergersCorp M&A International shall not be liable for any errors or omissions, or for any loss suffered by any person or organization acting or refraining from acting as a result of the content of this website. It is recommended that specific independent advice be sought before making any business or investment decision.



WWW.MERGERSCORP.COM