



Perth



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## 35166 THRIVING E-COMMERCE HANDBAG BUSINESS – UNIQUE VIBRANT DESIGNS

Presenting a vibrant online women's accessories brand specialising in Italian leather handbags with interchangeable straps and other unique bag accessories. This innovative brand empowers customers to curate handbags that reflect their individual style, offering a mix-and-match model that allows for endless customisation. With a focus on bold, colourful designs, this brand stands out in the market, bringing a sense of fun and playfulness to every product.

Currently operated by a sole owner, this e-commerce business has established a loyal customer base. A few select brick-and-mortar retailers already stock the products through a wholesale arrangement, presenting an excellent opportunity for further growth in this space. Additionally, the brand is primed for expansion through a 'bag party' sales model, should the new owner wish to explore this avenue.

While shipping is currently limited to Australia and New Zealand, the business frequently receives enquiries from potential customers in the US and Europe, indicating a strong potential for global expansion. With its well-established online presence, this business offers ample opportunity to widen its market reach and capitalise on international interest.

This business would be a perfect fit for someone with a passion for fashion and an entrepreneurial spirit. It offers the flexibility of working from anywhere and the potential to scale operations, making it an ideal venture for an individual seeking both creativity and lifestyle balance.

### Key Features:

Fun, colourful and customisable designs plus mix and match model for unique

Price \$68,000  
Property Type Business

### AGENT DETAILS

Bonza Business Sales Sydney -  
1300266922

### OFFICE DETAILS

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