



Melbourne



35166 THRIVING E-COMMERCE HANDBAG BUSINESS – UNIQUE VIBRANT DESIGNS

Introducing a dynamic online women’s accessories brand specialising in Italian leather handbags with interchangeable straps and bespoke bag accessories. This unique concept empowers customers to design handbags that truly represent their personal style, offering a customisable mix-and-match approach. With its vibrant, eye-catching designs, this brand injects fun and individuality into every product, standing out in a competitive market.

Though currently shipping to Australia and New Zealand, the business regularly receives interest from customers in the US and Europe, highlighting strong prospects for global expansion. With a well-established online platform, the opportunity to extend its reach and capture international markets is both exciting and achievable.

Currently managed by a solo entrepreneur, the e-commerce business boasts a devoted customer following. A handful of physical retailers already stock the products through a successful wholesale arrangement, offering significant potential for expansion. Additionally, the brand is well-positioned to explore a direct sales model through ‘bag parties,’ opening a new channel for growth and customer engagement.

This is an ideal opportunity for someone passionate about fashion and eager to grow a creative, scalable venture. Offering the freedom to work from anywhere and the potential to expand operations, this business combines entrepreneurial excitement with lifestyle flexibility.

Key Features:

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

Price	\$39,000
Property Type	Business

AGENT DETAILS

Bonza Business Sales Sydney -
1300266922

OFFICE DETAILS

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