

Business Offer

Austrian label seeks distributors and agents for innovative, handmade fashion accessories out of upcycled and repurposed PVC materials.

Summary

Austrian designer offers its range of fashion accessories (bags and accessories) made out of upcycled PVC and tarpaulin off-cuts and surplus for distribution. The Austrian company is interested in partners willing to consider a commercial agency agreement or a distribution service agreement to help its products enter foreign markets in Europe and beyond.

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Details

Description

A young, innovative Austrian fashion label is designing special fashion accessories out of tarpaulin off-cuts and surplus. The product range is composed of a wide range of designed sustainable accessories both for women and men such as handbags, weekenders, pouches, wash/make up bags, tablet cases, wallets and backpacks. The label is situated in the mid-range price segment.

The company uses high quality upcycling material and brand new leftovers of PVC coated polyester as raw material. This material offers an ideal base to create unique fashion accessories, distinguished for its durability and water repellent characteristics. By upcycling residues the company aims to unite sustainability and design in their products. All products are vegan, sustainable and handcrafted with great affection, skill and attention to detail. The design is pure and individual. The label is addressing the needs of several special target groups, like fashionistas, outdoor activists, vegans/veggies or environmentalists.

The Austrian business mainly deals locally, via its retail website, Austrian-based stockists and other short-term retailing activities. Transnational cooperations with retailers in Germany, Switzerland and Luxembourg are in place, but expandable.

The company is seeking opportunities to expand into other European territories and beyond by approaching potential wholesale customers and other corporate opportunities. Therefore they seek professional partners for cooperation in the frame of a long-term distribution services agreement or commercial service agreement.

Advantages and Innovations

The main advantages of the label's products are:

- Reducing waste from tarpauling and PVC production.
- Sturdy, water-repellent and almost indestructible fabric.
- Trendy design, but also classic and unique.
- Handmade.
- Upcycling.
- Fair.
- Vegan.

Each and every model fits the customers' needs: intelligently placed extra features hold credit cards, shoes or phones in place – everything has its space and is ready to hand.

The unique design of the products makes them the eye-catcher for every occasion. The visual appearance and the special feel of the material together with detailed finishing and trendy cutes define a distinctive style.

It is definitely an innovative, aspiring brand with great up-scaling potential, making it interesting for a business partner to do business with.

A full English translation of the website (incl. online store) is already available.

Keywords

Market

07002002	Clothing and shoe stores
07002005	Other retailing
07004001	Clothing, shoes and accessories (including jewellery)
09003004	Distributors, imports and wholesalers

NACE

C.13.9.2	Manufacture of made-up textile articles, except apparel
C.13.9.6	Manufacture of other technical and industrial textiles
G.47.1.9	Other retail sale in non-specialised stores
G.47.5.1	Retail sale of textiles in specialised stores

Open for EOI : **Yes**

Dissemination

Send to Sector Group

Textile and Fashion

Restrict Dissemination to Specific Countries

Belgium, Denmark, Finland, France, Germany, Italy, Japan,
Luxembourg, Netherlands, Norway, Singapore, Sweden, Switzerland,
USA,

Client

Type and Size of Organisation Behind the Profile

Industry SME <= 10

Year Established

2015

Turnover

<1M

Already Engaged in Trans-National Cooperation

Yes

Experience Comments

„PETA-Approved Vegan“ logo (PETA = People for the Ethical Treatment of Animals) -> certification in process

Certification Standards

other

Languages Spoken

English
German

Client Country

Austria

Partner Sought

Type and Role of Partner Sought

The Austrian fashion business is seeking assistance in approaching retailers who are looking to source contemporary upcycled products.

Therefore, the company primarily seeks an agent or wholesaler, but also direct contacts with retailers are welcomed. Agents and wholesalers must have a strong network in the fashion clothing and accessories retail channels. Potential wholesalers are ideally fashion agencies. Retailers functioning as distributors could be boutiques, department stores or concept stores. A partner with previous transnational activities is preferred.

Type and Size of Partner Sought

SME <10

Type of Partnership Considered

Distribution services agreement
Commercial agency agreement

Attachments

BucketBag_OutofMeshTarpaulin.jpg



MakeupBag_OutofMeshTarpaulin.jpg



Clutch_iPadCase_OutofMeshTarpaulin.jpg



Weekender_OutofMeshTarpaulin.jpg



ShopperOutofMeshTarpaulin.jpg

Partnering Opportunity

