



Acquisition Opportunity Women's Contemporary Fashion Brand

Hilco Streambank is soliciting offers to acquire the intellectual property and related brand assets of a well-known women's fashion brand. The available assets include internationally registered trademarks, domain names, copyrights, social media assets, and marketing and design files.

A Boho Chic Aesthetic for the Modern Woman

Founded in 2008, the brand embodies a bohemian and nomadic ethos, designed around a luxury collection that is retro with a modern sensibility. Layering, lacing, fringe, and material mixing combine to create a sophisticated, spirited, and feminine aesthetic. Rising popularity, superior quality, and premium price point led to the brand's rapid expansion into hundreds of well-known luxury retail storefronts, including Saks Fifth Avenue, Nordstrom, Neiman Marcus, and Bergdorf Goodman. The brand personifies an entire way of life and is a favorite of free-spirited women of means between the ages of 25-40. Building upon the success of the brand while appealing to a younger and more aspirational customer, the brand launched a diffusion line in 2018, embracing high fashion while balancing pillars of comfort and accessibility.

Product Categories



DRESSES



HANDBAGS



JEWELRY



TOPS



INTIMATES



FRAGRANCE



BOTTOMS



SWIMWEAR



HOME



OUTERWEAR



DENIM



ACCESSORIES



SHOES



WATCHES



COLD WEATHER ACCESSORIES

Opportunities to Take the Brand to the Next Level

The brand has enjoyed success deployed through wholesale, eCommerce, and licensing channels. An acquirer has the opportunity to reintroduce the brand to its customer at a time when she is returning to stores, interested in travel, and increasingly comfortable shopping through digital channels.

Available Intellectual Property and Brand Assets

- More than 20 internationally registered trademarks
- 17 domain names
- Social media assets
- Copyrights
- Thousands of digital images
- Brand books
- Design artwork and patterns
- Tech packs
- eCommerce website layout files
- eCommerce product copy

Sale Process

Please contact Hilco Streambank to learn more about the opportunity and sale process or to request a non-disclosure agreement.

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