

Romanian brand designing and producing sustainable clothing for children (0-12 years), with premium quality, is willing to expand its current market in Europe, Japan, Canada and USA

Summary

Profile type

Business Offer

Company's country

Romania

POD reference

BORO20220920022

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

- **Norway**
- **Italy**
- **Germany**
- **France**
- **Denmark**
- **Sweden**
- **Spain**
- **Japan**
- **United States**

Term of validity

10/5/2022

10/5/2023

Last update

05/10/2022

General Information

Short summary

Romanian brand with international experience, producing sustainable clothing for children (0-12 years), GOTS certificated, premium segment and based on one annual renewed collection is willing to expand its current market at international level trough commercial agents, concept stores.

Full description

The brand have been born due to the creativity of the owner, with previous experience in design and architecture. The core value of the company is sustainability, consequently:

- the materials are GOTS certified,
- the manufacturing takes locally in the proximity of the company, assuring the strict quality management

- the prints are made by local artist for the brand.

Around 2000 pieces are produced annually consisting in trousers, skirts, dresses, t-shirts, long sleeve shirts and few accessories like hats, collars, scarves.

The design thematic is based on using colours, contrast, asymmetries, simple forms and comfortable wear.

The company is positioned in the premium segment and have been already tested on international European markets.

The products are offering an estimated commercial excess coefficient between 2.0 and 2.5.

Advantages and innovations

The manufacturing process takes places in small batches of 2000 pieces per collection and is manufactured by small companies under the supervision of the brand owner. The sewing technique is French seams assuring comfort and smooth design.

The general design approach is based on colours, contrasts, asymmetries, simple and comfortable forms. Prints are made by local artists specially for the brand.

Overall it is positioned as a premium niche brand using organic materials (GOTS), reinventing each year the design concepts and prints.

Stage of development

Already on the market

IPR Status

No IPR applied

Sustainable Development goals

• Goal 12: Responsible Consumption and Production

Partner Sought

Expected role of the partner

The client is willing to collaborate with boutiques, concept stores and agents based on commercial agency agreement / distribution service agreement.

For short term collaboration on existing models there is no minimum number of pieces or value. For long term collaboration, needing to reserve specific production volume, the creation calendar is starting on January – March, having the delivery on August.

Type of partnership

Commercial agreement

Type and size of the partner

• SME 11-49

• SME <=10

Dissemination

Technology keywords

Market keywords

- **07002002 - Clothing and shoe stores**

Targeted countries

Sector groups involved

- **Norway**
- **Italy**
- **Germany**
- **France**
- **Denmark**
- **Sweden**
- **Spain**
- **Japan**
- **United States**

Media

Images



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