

イタリア化粧品スキンケア





2022年に設立された、化粧品業界で急成長を遂げるイタリアの新興企業は、イタリアで調達・生産された天然有効成分のみで作られた、科学的裏付けのあるプレバイオティクス・スキンケア製品を通じて、美容ケアを再定義している。

このブランドのモダンでリサイクル可能なパッケージとクルーエルティーフリーの位置づけは、持続可能で効果的なスキンケアを求めるZ世代とミレニアル世代に強くアピールしている。

この会社の特徴は、垂直統合構造である。

歴史ある生産会社、80の直営店を持つ小売事業、165の提携店舗からなるコンソーシアムを所有することで、製造から流通までのバリューチェーンのすべての段階をコントロールしている。

製品ポートフォリオ

スキンケア、メイクアップアイテムを幅広く紹介：

- スキンケア：クリーム、クレンジング、日焼け止め
- 化粧品：ファンデーション、下地、グロス、口紅、アイシャドウなど
- 付属品：ブラシ、アプリーケーター
- サプリメント：2025年に発売される特許取得済みのサプリメントライン

商業フットプリント

- イタリア全土347店舗で販売
- La RinascenteやNaïmaなどの大手美容チェーンと戦略的提携を結び、700店舗への拡大を目指す。
- 最近、大手外資系化粧品ディストリビューターと国際的な販売契約を結んだ。

TARGET PRICE

\$ 750,000

BUSINESS TYPE

化粧品会社

COUNTRY

イタリア

BUSINESS ID

L#20250943

- 栄養補助食品の特許を取得
- 太陽光発電システムを備えた1,000m²の新本社・物流拠点に移転し、運営コストを大幅に削減
- 知名度の高いTVタレントや、今後活躍が期待されるウェブインフルエンサーとのパートナーシップに支えられた強力なブランド構築

投資機会

- 150万ユーロの公募増資、半分はカバー済み
- インフルエンサーとのパートナーシップと製品開発資金として、金融機関または産業界の投資家から75万ユーロを募集中
- 投資家が生産規模を拡大したり、資本参加したり、利益率の高い製品ラインの独占メーカーになったりする可能性

インセンティブ

- イタリアのイノベーション・スタートアップ規制により、株式購入に対して最大50%の税額控除を受けることができる。

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