



South Yarra



Iconic Chapel Street Fashion Boutique Business Sale SV1560

GENUINE RETIREMENT SALE - Owner stepping back after building thriving business with documented success. Perfect for digital-savvy entrepreneur ready to unlock massive online growth potential!

Key Highlights:

- 14+ years established** on Australia's premier fashion destination - Chapel Street
- Prime corner shop** with superior dual side window exposure
- Exceptional lease** - \$60K/year with NO outgoings (save \$15K vs typical Chapel St!)
- 2-year lease** renewed October 2025, excellent landlord relationship
- Currently profitable** with strong margins and improving performance
- Proven online potential** - historical peak performance documented
- Loyal customer base** built over 14 years with repeat clientele
- Turn-key operation** - established suppliers, systems, and Shopify store
- Tourist location** - 980+ shop precinct with constant foot traffic
- Training included** - full handover support (2-4 weeks)

The Opportunity

Location Advantage: Chapel Street is Melbourne's fashion capital -

Price	\$80,000
Property Type	Business
Property ID	531

Agent Details

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internationally recognized shopping destination with 170+ years of retail heritage. Home to iconic brands like Gorman, Scanlan Theodore, and Country Road. This premium location provides significant competitive advantage.

Corner Shop Premium: Superior visibility with Dual side windows. Most Chapel St shops have standard frontage - this corner position dramatically increases exposure.

Unbeatable Lease: \$60K/year all-inclusive (NO outgoings). Competitors pay \$60K + \$15K outgoings = \$75K. This business saves \$15,000 annually!

Digital Goldmine: Owner scaled back marketing for retirement. Massive opportunity for tech-savvy buyer to restore online presence through social media, e-commerce optimization, and digital marketing.

The Brand: Known for hand-picked contemporary fashion, signature boots and bags with international appeal. Shopify platform ready for reactivation.

Perfect For

- E-commerce specialists
- Social media influencers
- Digital marketing professionals
- Fashion entrepreneurs
- Owner-operators
- Business partnerships/couples

No fashion experience required - all systems in place!

What's Included

- Business name & branding
- Complete inventory (~\$35-40K at cost, included in SAV)
- POS equipment & systems
- Shopify e-commerce website
- Social media accounts (Instagram, Facebook)
- 14 years customer database
- Supplier relationships
- Lease assignment (2 years remaining)+Supportive Landlord
- Training & transition support

Why This Won't Last Long

Rare Chapel Street opportunity
Incredible lease terms (\$15K annual savings)
14 years established with proven track record
Low entry price for premium location
Clear digital growth path
Genuine retirement with full support
Turn-key, profitable operation

Investment Summary

Purchase Price: \$80,000

Stock (SAV): ~\$35,000-40,000

Total Investment: ~\$115,000-120,000

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