

Online Kidswear Store Business for Sale Auckland



Award-Winning, Growing Online Baby, Kids & Mums Clothing Store Home Business

Paul and Paulie Organic Cotton Boutique is a family business based in Auckland, promoting sustainability and natural living. Our garments are crafted from premium 100% GOTS certified organic cotton, ensuring they are free from harmful chemicals. Renowned for their luxurious softness, durability, and hypoallergenic qualities, our clothing is ideal for babies and kids. Each creation is designed in New Zealand and responsibly produced in India by artisans who share our commitment to ethical and sustainable practices. Our range includes sizes for newborns up to 5 years old. We are proud recipients of the Bronze award at the Clean and Conscious Australia 2023 Awards for Best Baby Apparel in Australia and New Zealand, and top 5 finalist for Best Baby Sleepwear.

Business Resources

This presents a rare opportunity to work from home and engage with a community of like-minded customers who appreciate quality and ethical values.

Stock includes organic cotton garments for newborns to 5-year-olds, as well as items for mothers.

The asking price includes intangible assets such as a high-spec Shopify website, social media accounts, email lists, brand assets kit, supplier databases, and customer lists.

Fixtures for expos and branded packaging materials are included.

Website

<https://www.paulandpaulie.com/>

Location: **Auckland**
Asking: **\$79,000**
Negotiable +GST
Relocatable
Type: **eCommerce / Home Based**

Contact:

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