

Fashion Lifestyle Retail Business for Sale Queenstown



For Sale

Location: **Queenstown**
Asking: **\$250,000**
+SAV +GST (if any)
Type: **Retail Other**

Decode - Iconic Queenstown Boutique Business For Sale

Established in 2005, Decode is a highly regarded boutique retail store offering a curated selection of women's fashion, accessories, homewares, and lifestyle gifts. Perfectly positioned on Queenstown's bustling Camp Street with approximately 14 metres of premium street frontage, this high-profile store enjoys exceptional foot traffic from both local shoppers and high-spending international visitors.

Decode is a turnkey lifestyle business, underpinned by nearly two decades of trading, a loyal customer base, an integrated e-commerce platform, and exclusive supplier relationships with sought-after local and global brands.

Whether you're a fashion-forward entrepreneur, a creative duo, or a lifestyle investor seeking a semi-passive opportunity in a vibrant tourism hub — Decode delivers brand strength, operational efficiency, and scalable growth potential.

Key Highlights:

1. **Prime Queenstown Location** – 144m² of modern retail space in a high-visibility, high-footfall zone
2. **Established Brand** – Nearly 20 years of trading history and customer loyalty
3. **Omnichannel Revenue** – Integrated Shopify-powered e-commerce platform alongside physical retail
4. **Experienced Team** – Assistant manager, sales staff, and contract support for online, admin, and marketing
5. **Exclusive Product Ranges** – Established supplier relationships with premium NZ and international brands
6. **Flexible Ownership** – Operate hands-on or oversee remotely with support systems already in place

Curated Product Categories:

Fashion – NZ and international designer labels such as Trelise Cooper, Kathryn Wilson, Loobies Story, Tuesday, Elk, Scotch & Soda, and many more

Accessories – Handbags, footwear, scarves, jewellery including Birkenstock, AS:98, Mjus, and others

Homewares & Gifts – Ecoya, Lyttleton Lights, Tikitibu, Citta, Murkani and more

Growth & Expansion Opportunities:

1. Increase online sales via SEO, digital ads, influencer marketing, and email campaigns
2. Develop loyalty programmes to build lifetime customer value
3. Launch Decode-branded product lines or collaborate on exclusive collections

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4. Explore pop-up retail in other tourist locations
5. Host in-store events and experiences to drive foot traffic and engagement

Lease & Premises Details:

Address: 13 Camp Street, Queenstown

Lease: Through to October 2033 (with rights of renewal)

Next Rent Review: October 2024 – \$127,072 + GST p.a.

Size: Approx. 144m² with large street frontage

Fit-out: Modern store layout, back office, kitchen, and toilet facilities

Potential: Landlord approval for tenancy split if desired

This opportunity suits: creative entrepreneurs or fashion lovers seeking a boutique retail venture, lifestyle buyers wanting a semi-passive investment with operational support, digital-savvy owners looking to build a brand across both physical and online channels, couples, partnerships, or mother-daughter teams looking to live and work in a picturesque tourism destination.

Decode offers the perfect blend of lifestyle, passion and place — a stylish, well-run business with brand credibility, a supportive team, and room to grow, all in the heart of Queenstown's premier retail district.

For further information or to arrange a viewing, please contact specialist Business Broker Adrian Chisholm today on 021 727 888 or email adrian@tourismproperties.com