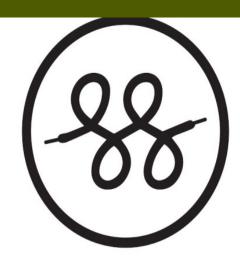
Womens footwear Business for Sale Auckland



SOLE · SHOES

Premium NZ/AU women's footwear E-commerce brand with 28.7k Instagram + 10k email list; wide-fit & wide-calf niche

Sole Shoes is an established NZ/AU direct-to-consumer women's footwear brand selling via Shopify. Known for premium styling, quality materials and fit-led ranges, with a strong niche in wide-fit shoes and wide-calf boots plus extended sizing (EU 35–44). Sale includes the Shopify store, domain, Instagram account (28.7k), email database (10k), content library (product imagery, reels, UGC/ad creatives), Meta pixel/ ads history, and supplier relationships. Owner selling due to returning to full-time work. Ideal for an operator or e-commerce buyer who can run consistent drops, email and paid ads to scale an already very well recognised brand.

Business Resources

Owner-operated, no staff required. Shopify + Klaviyo systems in place, plus Meta pixel/ad history and a ready content library. Supplier relationships and product pipeline included (shared during due diligence). Home-based operation with no lease. Handover/training provided to transfer accounts, suppliers, fulfilment process and marketing systems.

Website

https://www.soleshoes.co.nz

Location: Auckland

\$289,000

Asking: +stock at landed

cost + GST

Relocatable
Type: eCommerce /

Retail Other

Contact:

Rima

nzbizbuysell.co.nz/131216



