



## 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**

Type: **Relocatable eCommerce / Retail Other**

#### Contact:

Rima

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