

UPWYW.®, a premium streetwear concept store based in Belgium, is looking for new commercial partners.

Summary

Profile type

Business request

Company's country

Belgium

POD reference

BRBE20241119016

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

- **Germany**
- **China**
- **Italy**
- **France**
- **Denmark**
- **Netherlands**
- **South Korea**
- **Luxembourg**
- **United States**
- **United Kingdom**
- **Taiwan**
- **Japan**

Contact Person

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Term of validity

19 Nov 2024
19 Nov 2025

Last update

19 Nov 2024

General Information

Short summary

The company, specializing in the sale of clothing and fashion accessories, highlighting high-end and avant-garde streetwear brands, is looking for new business partners.

Full description

UPWYW.® is a unique retail space, offering a carefully curated selection of high-end streetwear clothing and accessories. Its collection includes rare items, often from exclusive collaborations and brands that are hard to find elsewhere, ensuring a distinctive and unique offer for premium fashion lovers.

Target audience :

Young adults and adults with a passion for fashion: Those who prefer quality pieces in the streetwear style and are looking for exclusive and unique items.

Lovers of premium brands and trendy products: An audience looking for rare clothing and accessories, often from brands that are hard to find, that value authenticity and innovation in the fashion sector.

Types of agreements sought :

Distribution agreements: UPWYW.® is looking to establish distribution agreements with premium streetwear brands to obtain exclusive or priority rights on certain collections in Belgium and potentially on other European markets. This would allow to offer an even more specialized and exclusive range, meeting the expectations of their demanding clientele.

Collaborative partnerships: UPWYW.® also wishes to develop collaborations with brands or artists who share its identity. These partnerships would allow to launch capsule collections or special collaborations, promoting unique creations that strengthen the image of the concept store and attract a curious clientele passionate about novelty.

Advantages and innovations

Advantages of UPWYW.® over other existing products and services :

Exclusive product selection:

UPWYW.® offers clothing and accessories that are hard to find elsewhere, including exclusive collaborations and capsule collections. This exclusivity attracts customers looking for unique items, something that traditional large clothing chains or e-commerce platforms cannot always offer.

Immersive and personalized customer experience:

Unlike traditional retailers, UPWYW.® focuses on the in-store and online experience, creating a space where the ambiance and presentation of the product are as important as the items themselves. This immersive approach ensures that customers have a strong and memorable brand experience.

Focus on community and belonging:

UPWYW.® builds a community around shared values of creativity and passion for quality streetwear. This approach helps build loyalty among customers who feel an integral part of this culture and lifestyle, an aspect less present among more generalist competitors.

Partnerships with niche brands and artists:

The concept store collaborates directly with emerging brands and artists, which allows to offer rare pieces, while supporting local and independent creators. This gives UPWYW.® an innovative and daring character that attracts fashion enthusiasts looking for authenticity.

Access to a targeted market:

Exclusive distribution partnerships allow UPWYW.® to position itself as one of the few or only resellers of certain premium brands in the region, thus ensuring a constant flow of customers interested in this rarity.

Technical specification or expertise sought

See below (partner sought).

Stage of development

Already on the market

IPR Status

No IPR applied

IPR Notes

Sustainable Development goals

• **Goal 17: Partnerships to achieve the Goal**

Partner Sought

Expected role of the partner

Exclusive distribution partnership or preferred sales agreements.

Role of the partner: Offer UPWYW.® exclusivity of their products or collections in certain markets. These brands would provide high-quality and limited items, allowing the concept store to strengthen its offer in exclusive and rare streetwear.

Technology solutions partnership.

Role of the partner: Provide innovative tools such as augmented reality for fittings, premium payment options or inventory management solutions.

Benefit for UPWYW.®: Offer a modern and immersive customer experience that strengthens customer loyalty and engagement.

Online distribution partnership.

Partner role: Distribute certain UPWYW.® products on their platforms, while ensuring a premium shopping experience.
Advantage for UPWYW.®: Increase its visibility and sales at the European and international level by reaching customers outside its geographical area.

Type of partnership

Commercial agreement

Type and size of the partner

• **SME <=10**

Dissemination

Technology keywords

Market keywords

- **07002002 - Clothing and shoe stores**
- **07002005 - Other retailing**
- **09003004 - Distributors, imports and wholesalers**

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Sector groups involved