

A Romanian manufacturer of women's lingerie and swimwear would like to introduce products to foreign markets under commercial agreements

Summary

Profile type	Company's country	POD reference
Business Offer	Romania	BORO20220627007
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
Emilia Patru	27/06/2022 27/06/2023	27/06/2022

General Information

Short summary

A Romanian company designs and produces its own line of women's fashion lingerie and swimwear. The articles range from everyday essentials to luxury textures and fabrics and are available in sets or collections, as well as in seasonal limited editions. The family-owned company is interested in signing commercial agreements with partners from Europe.

Full description

The 1991 founded Romanian company designs and manufactures women's lingerie. The products are available in different sizes, colours and high quality fabrics that range from floaty and luxurious to practical and cosy (satin, cotton satin, muslin, jersey, lace satin, organza, Florence net, silk etc.). Women's underwear products include:

- stylish babydoll lingerie, in a range of styles and colours;
- lightly lined corsets for different occasions, that match the clients' outfit in terms of material, colour and style;
- brasier lingerie in different styles (seamless, push up, padded, one-piece, unlined, plunge, demi etc.);
- ladies' underwear panties, with different features (anti-bacterial, breathable, anti-static, quick dry, anti-wrinkle, eco-friendly, maternity etc.);
- lingerie and underwear sets;
- lingerie bodysuits, in a variety of models that streamline silhouettes (from lace bodies to long sleeved

models);

- garter lingerie (including bridal garter belts and sets);
- swimwear in a variety of product types (bikinis, swimsuits, swim sets, kaftans, high leg bikinis, beach cover ups, cut out swimsuits etc.).

The Romanian manufacturer is interested in taking its business internationally and selling its products on new, foreign markets. By concluding commercial agreements with partners from abroad, the company hopes to extend its client portfolio and contact network, to gain more experience in the women's underwear market and to steadily increase its revenue.

Advantages and innovations

The Romanian company has a long standing tradition in the development and sale of uniquely styled items of women's lingerie and swimwear. Products are specifically created and manufactured to express clients' individuality in terms of material, design and colour. The company creates models that provide both comfort and beauty to women of different shapes and sizes.

To keep up with design trends and fashion updates and, accordingly, be able to perfect their own collections, the company constantly invests in the professional development of their employees. They learn from their partnerships with large national and international merchandisers, by coming up with and presenting unique products that take view of clients' needs and budget range and market demands.

Stage of development

Already on the market

IPR Status

No IPR applied

Sustainable Development goals

- **Goal 8: Decent Work and Economic Growth**

Partner Sought

Expected role of the partner

The company would like to conclude commercial agreements with European business partners from the lingerie and swimwear sector (specialty stores, multi brands stores, retailers etc.) who are interested in buying and selling the respective products on foreign markets.

Type of partnership

Commercial agreement

Type and size of the partner

- **Big company**
- **SME 50 - 249**
- **SME <=10**
- **SME 11-49**

Dissemination

Technology keywords

Market keywords

- **07002002 - Clothing and shoe stores**

Targeted countries

Sector groups involved

- **World**