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The First ‘Direct-from-the-Maker’ Platform Driving Systemic Change in Menswear

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Type Klant	B2C
Gewenst Type Investeerder	Angel Investor
Benodigd Kapitaal	€ 350.000,-
Reeds toegezegde financiering	€ 75.000,-
Minimale Ticketsize	€ 5.000,-

Sector	E-Commerce, Fashion, Impact, Platform, Retail
Bedrijfsfase	Seed
Land geregistreerd	Netherlands
Aantal Founders	1
Aantal Huidige Werknemers	5
Maandelijkse Omzet	€ 8.000,-
Omzet (prognose) komende 12 maanden	€ 315.000,-
Omzet (prognose) maand 13 - 24	€ 1.832.000,-
Huidige Kosten (maandelijks)	€ 13.500,-

Bedrijfsbeschrijving

for Valor is the first multi-brand platform for direct-from-the-maker menswear—delivering premium and luxury pieces straight from Italy’s finest artisans at around 50% less than traditional brands.

No middlemen. No waste. Just exceptional craftsmanship at a fair price—for both customers and artisans.

Men’s style is evolving – Today’s consumers demand quality and style without inflated markups or ethical compromises.

We make that possible – By connecting customers directly to Italy’s best makers, we eliminate inefficiencies while ensuring **fair pay and sustainable production**.

Menswear, the smarter way – Certified materials, responsible craftsmanship, and demand-driven production—offering **better value while reducing environmental impact**.

After two years of preparation, we are ready to go to market. With a strong foundation, a network of Italy’s finest artisans, and a demand-driven model, **for Valor** is set to transform the way men buy luxury menswear—offering timeless style, true craftsmanship, and unmatched value.

for Valor isn’t just redefining menswear—it’s reshaping the industry.

Business Model

for Valor operates on a direct-to-consumer (DTC) model, selling premium and luxury menswear directly to customers through our showroom and e-commerce platform.

Revenue Model: A hybrid approach combining **Made-to-Order** and **in-stock collections** to balance efficiency with convenience.

- **Made-to-Order:** Demand-driven production eliminates excess inventory, optimizes cash flow, and ensures sustainability.
- **Stocked Collections:** Key products will be **held in inventory post-launch** to enable faster delivery and meet growing demand.

Pricing & Margins:

- Our **direct-from-the-maker** model allows us to offer premium and luxury menswear at **around 50% less** than traditional brands.
- We maintain **healthy gross margins of 50%**, prioritizing **fair pay for artisans** while keeping high-quality craftsmanship accessible to customers.

⚡ **Scalability:** As we grow, we will expand our stocked collections, introduce **exclusive collaborations** , and explore **a premium membership model** to increase retention and lifetime value.

Sustainability & Efficiency: Our model balances the benefits of **on-demand production** with the convenience of **immediate availability** for key products—ensuring a **smarter, fairer, and more sustainable menswear experience.**

USP's

for Valor is the first multi-brand platform for direct-from-the-maker menswear, setting us apart from traditional luxury brands and modern DTC competitors.

Direct from Italy's finest artisans – No middlemen, no inflated markups. We connect customers directly with the best makers, ensuring **exceptional craftsmanship at a fair price**.

Luxury at 50% less – By cutting out inefficiencies in the supply chain, we offer premium and luxury menswear at **around 50% less than traditional brands** while ensuring fair pay for artisans.

Made-to-Order meets stocked essentials – Unlike most luxury brands that overproduce, we balance **on-demand production** for sustainability with **carefully selected in-stock pieces** for convenience.

Sustainability & fair pricing built-in – No overproduction, no waste. **Certified materials, responsible craftsmanship, and a demand-driven approach** make for a smarter, more ethical way to buy luxury menswear.

A new way to buy luxury menswear – Instead of traditional brand markups, **for Valor** lets customers invest directly in quality, style, and artisanship—reshaping the industry for the better.

No middlemen. No waste. Just real luxury at a fair price.

Investeringsbehoefte

To successfully validate our direct-from-the-maker model and establish traction, we require **€350K** in funding over the next 12 months. This investment is structured to **efficiently de-risk the business, drive customer adoption, and lay the foundation for long-term scalable growth**.

Early-stage investments can seem too soon, too risky—which is why we're inviting pioneers to join Meglio's journey. **Instead of waiting, we're building a committed community that believes in direct-from-the-maker menswear**.

Join the Founding Members Club

By joining us early, you're not just getting exclusive benefits—you're fuelling a movement that redefines fashion.

Ervaring Founder(s)

for Valor is led by a team with deep expertise in fashion, e-commerce, and brand building, combining entrepreneurial drive with industry know-how.

Founder & CEO – Experienced entrepreneur with a background in **luxury menswear.** Passionate about craftsmanship and redefining how luxury is bought and sold. Previously co-founded Munro Tailoring, gaining insights into luxury and premium retail and consumer behaviour.

Marketing & Growth – Expertise in **digital marketing, customer acquisition, and community-driven growth.** Strong background in scaling **DTC brands** through paid acquisition, influencer collaborations, and SEO.

Product & Supply Chain – Deep understanding of **luxury manufacturing, sourcing, and supply chain management.** Strong relationships with **Italy's top artisans** and experience in developing **premium and luxury menswear collections.**

⚡ **Agile & Scalable Team** – Our **freelance-first structure** allows us to stay **lean, adaptable, and highly efficient.** We bring in top-tier talent across design, tech, and operations as needed, ensuring **maximum flexibility and scalability without unnecessary overhead.**

Together, we are building a smarter, more sustainable menswear platform—merging craftsmanship with modern commerce.

Overige Relevante Informatie

To date, **for Valor** has secured a total investment of **€485,000**, consisting of:

- **€200,000 in equity** invested by the founder and early backers.
- **€285,000 in convertible loans** from strategic investors.

These funds have been used to develop the platform, establish partnerships with **Italy's finest artisans**, and prepare for launch.

Now, as we **go to market**, we are seeking additional funding to **validate our concept, drive customer acquisition, and build out our core team.** This next phase will allow us to **prove demand, refine our business model, and position for long-term growth** in the **€100B+ premium and luxury menswear market.**

With the right team and resources in place, for Valor is set to reshape premium and luxury menswear—offering a smarter, more sustainable way to buy and wear exceptional craftsmanship.

Samenvatting

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