



ROCK 'N' FOLK FASHION LINE - CLOTHING FOR ULTRA RICH

Project title	Establishment of high-end clothing line, characterized by heavy use of diamonds and other precious metals
Sector	Textile industry
Location	Kladanj Municipality and Sarajevo City, Bosnia and Herzegovina
Location description	While company is headquartered in Sarajevo, most of production will take place in Kladanj (60 km from Sarajevo).
Company description	Villa Hills Consulting is privately owned and is one of Bosnia's premier creative and branding agencies established in April of 2010. Its owner and creative director is Rizah Smalbegovic. VHC is characterized by creative and unique ideas, very high flexibility and adaptability, as well as excellent contacts around the World.
Project status	Business idea
Project description	This project proposes the establishment of high-end clothing line, characterized by heavy use of diamonds and other precious metals, catering only to the ultra-rich. Project proposer looking for an investor for finance the production of the first line of T-shirts, secure a distribution in target cities and upscale stores and assist us in further joint growth of the brand. This project would be implemented in cooperation with a company from the textile industry in Kladanj Municipality. The company from Kladanj already has experience producing clothing items for some of the leading world brands, including Cavalli and Gucci.



	<p>Project proposer has envisioned that, along with impeccable design and materials, T-shirts will stand out in the market with almost excessive use of diamonds and other precious metals on the strategic spots on the shirt (i.e. dog collar), ensuring a unique visual experience and wow factor.</p> <p>Rock 'n' Folk is inspired by target group and it showcases life of rich and famous, with great attention to details and only the finest fabrics. With time, Rock 'n' Folk will evolve into other clothing items, as well as different (already prepared) inspirations and themes.</p> <p>Initial models- 100 rich and famous people around the world, who will wear first collection of this brand and act as our walking billboards.</p> <p>Since proposal involves launching of a new clothing brand, the Return on investment (ROI) can be determined only upon completion of the product development, initial testing phase and more thorough market research.</p> <p>Target markets: Arab countries, Russia, England, Turkey and United States.</p>	
Estimated total investment cost	350 000 EUR	
Inputs provided by local partner	Value	Description
	30 000 EUR	Concept, marketing production costs (video + design of promotional materials, FB ads)
Inputs required from foreign partner	Value	Description
	320 000 EUR	<p>Production of initial 100 shirts</p> <p>Production of 1 000 shirts (the price may vary depending on the type and carat of diamonds/precious materials being used)</p> <p>Marketing and organizing a distribution- depending on the size of the market that will be covered (requires agreement with the investor).</p>
Form of cooperation with foreign partner	<p>Equity participation</p> <p>Other forms of cooperation by agreement</p>	
Supporting information available	<p>For additional information about this project, please contact FIPA either by e-mail: fipa@fipa.gov.ba or phone number: +387 33 278 080.</p>	