

INC&CO

**STUDIO
PIA**

Case Study

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the **BRAND**



the **BRAND**

In 2016, after spotting a gap in the market for lingerie that was both ethical and truly luxurious, and recognising a demand for her to launch her own line, our founder, Pia, began to develop her eponymous brand.

As a lifelong veggie, she was determined to create the first lingerie brand using exclusively cruelty-free, organic, peace silk. Her vision was to design a collection of creative, investment pieces, which challenge preconceptions about ethical fashion aesthetics.

The brand launched in 2017 and has grown quickly ever since. Collections are now stocked internationally in specialist boutiques across 12 countries.

**STUDIO
PIA**



Who are Studio PIA?

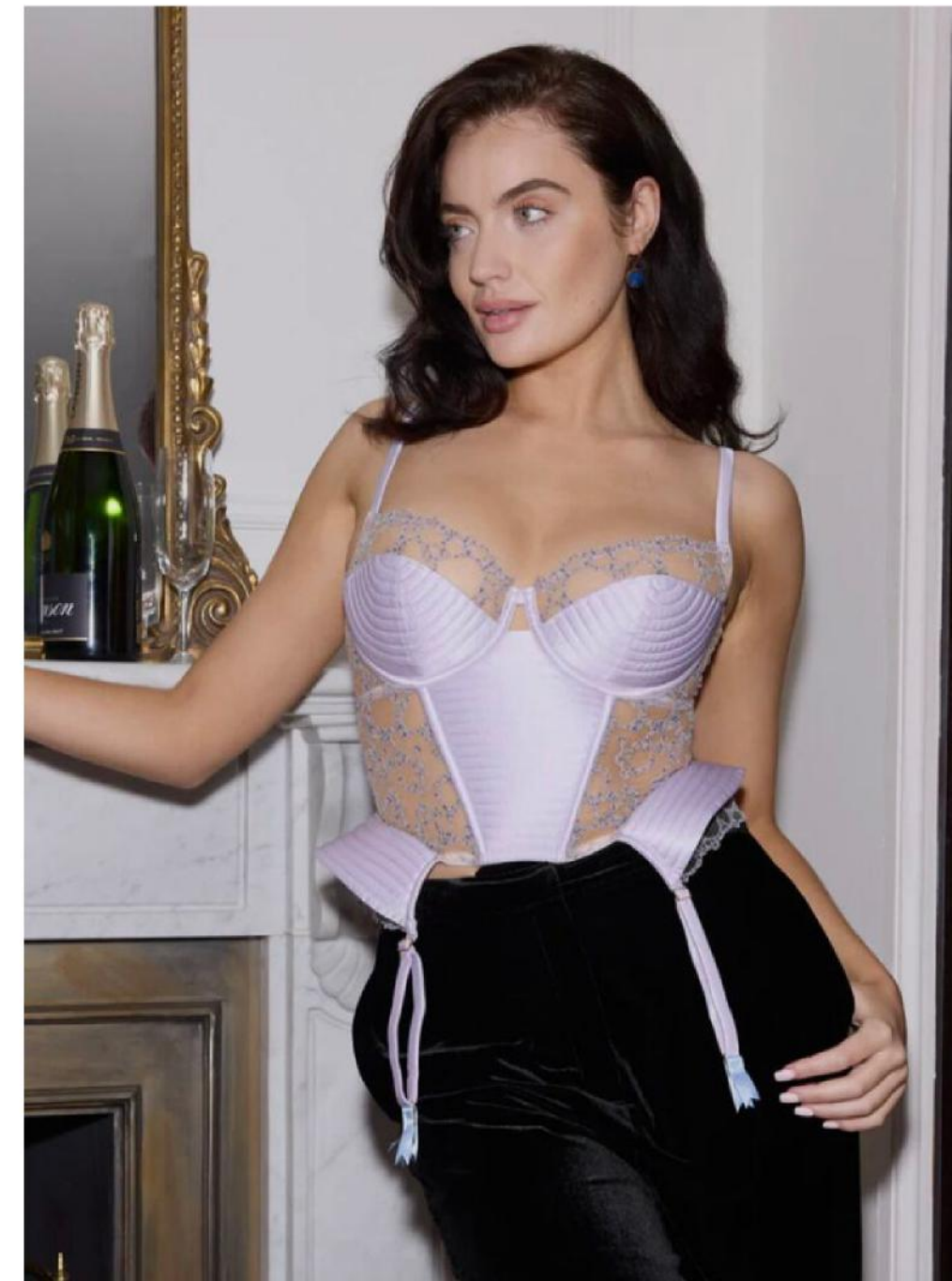
Studio Pia is an ethical luxury lingerie brand focused on creating beautiful yet functional luxury foundations which challenge preconceptions of sustainable design.

What are their origins?

Pia Harpur, the woman behind Studio Pia, has been quietly establishing herself at the heart of the luxury lingerie industry since 2010.

Pia's background working for a range of lingerie brands, both established and start-up, gave her the insight and broad range of skills needed to go it alone.

Today Pia oversees all departments at Studio Pia and is responsible for the business development, creative direction and design of every collection, including the bespoke embroideries we are known for.



Pia's **PERSPECTIVE**



Pia's **PERSPECTIVE**

“In the early days of my business, I thought I had to be seen to know it all (when I knew nothing!). I struggled to admit that I might not have all the answers, and I fumbled my way along hoping my best was good enough. It worked for a while and got us to profitability, but it wasn't enough to maintain that level in a tough economy.

Honestly, the last couple of years post-covid have been challenging, to say the least. My team worked incredibly hard to grow, but the reality was we'd been living hand-to-mouth, never having enough to invest in the areas we knew we needed to.”

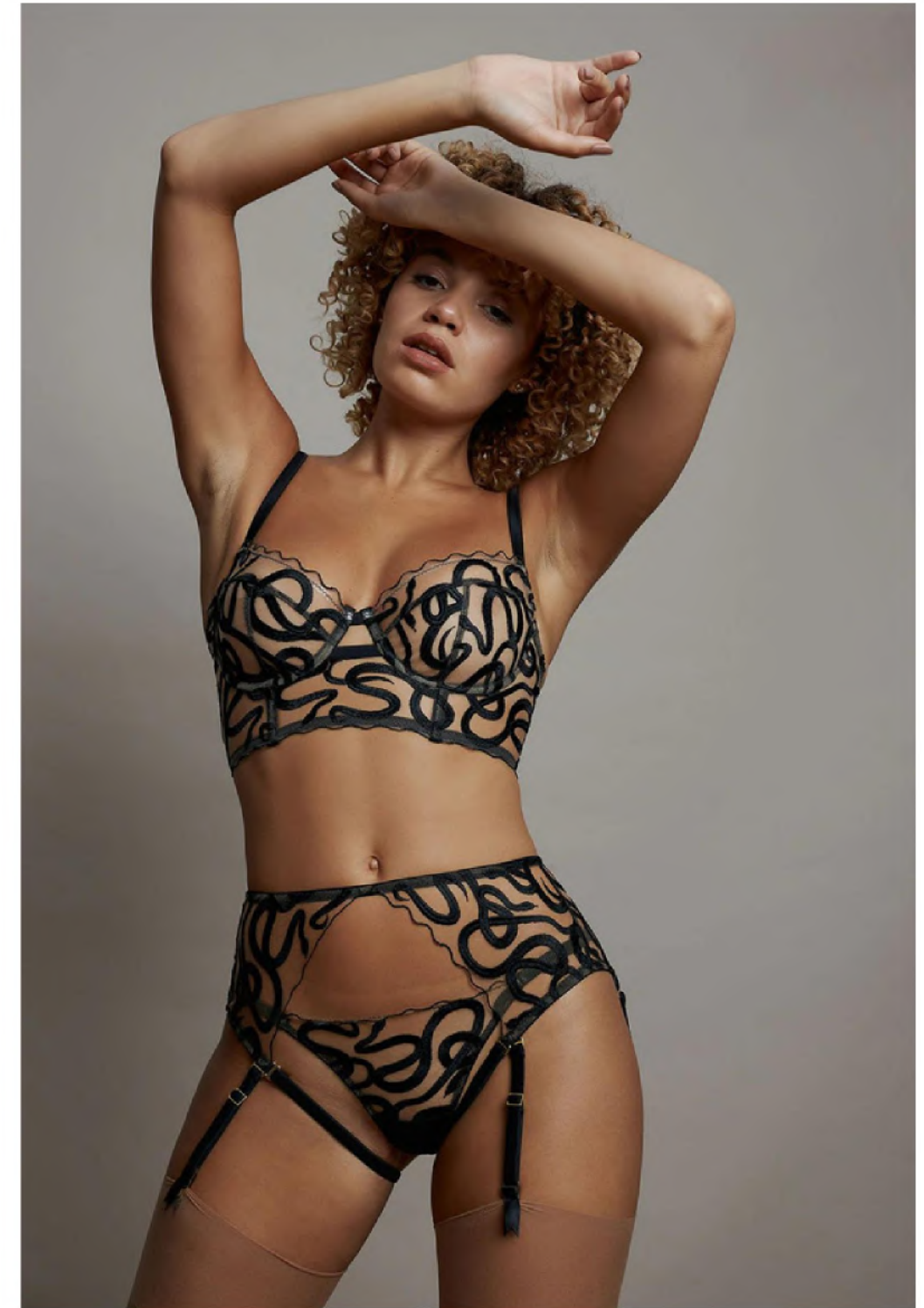


Pia's **PERSPECTIVE**

“When the acquisition offer was made, it seemed too good to be true! I would remain in my position as head of the company, with the support of a board of experts in commerce and finance, and further access to a team who could help with marketing, HR, tech and more. What’s more, we’d finally have the funds for those growth levers we’d been desperate to pull. It was an easy YES!

It’s only been a couple of weeks and already I feel a weight has been lifted knowing that we have the team and financial support we need to thrive. I’m energised and so excited to see where it can take us next.”





The **ACQUISITION**



The **ACQUISITION**

Studio Pia was first launched by Pia Harpur in 2017, with the founder's vision set on creating ethical and avant-garde designs through exquisite craftsmanship.

Harpur will remain in her leadership role, working alongside Inc & Co to elevate the brand's presence and expand its global footprint.

The initial plans are to expand the business through Wholesale, Pop up Stores, Concessions globally and 3rd party premium websites.

This expansion strategy underscores the investment firm's commitment to fostering innovation and accessibility in the luxury lingerie market by offering customers unparalleled access to Studio Pia's exceptional creations via new locations and development of their online storefront.

"I'm very excited for this next chapter in the Studio Pia story. Having built the brand over the ups and downs of the last 7 years, now feels like the perfect time to bring in the expertise needed to take the brand to the next level, and Inc & Co is the perfect partner to help us achieve our ambitions.

Their expertise will help open doors that were previously inaccessible to Studio Pia, and with their support, we can access new opportunities and reach a wider audience who align with Studio Pia's ethos of reimagining ethical luxury fashion and embracing individuality."

Pia Harpur
Founder of Studio PIA





The **FUTURE**

The **FUTURE**

"This marks a significant milestone for Inc & Co as we continue our expansion into retail alongside Studio Pia whose management retains a level of equity. Customers love Studio Pia's environmentally friendly and sustainable lingerie, and I'm thrilled that we'll be bringing the brand to even more customers across the globe.

I'm excited to work with Pia and her team as we begin this new chapter, honouring the ethical ethos that once helped start this inspiring business."

-Jack Mason
Co-Founder of Inc & Co





Expansion

the strategic investment would allow Studio Pia, known for its ethical and avant-garde lingerie designs, to perform a “brand refresh” later in the year, alongside relaunching its website and expanding its digital offering.

The initial focus will be on elevating Studio Pia’s brand presence and expanding its global footprint, added Inc & Co. This will include expanding the business through wholesale, pop-up stores, concessions and third-party premium websites

“It isn’t just about the physical stores either, as with Inc & Co's support, we are also performing a brand refresh for later in the year, as well as relaunching our website to expand our digital offering.

Looking to the future, we are also going to be releasing our new collection in Autumn/Winter 2024, which will include an exciting revamp of our established and beloved designs. I personally see this partnership as a brand rebirth which will further solidify our commitment to ethical luxury worldwide.”

-Pia Harpur
Founder of Studio PIA



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