

Consumer markets

Our Corporate Finance team acted as exclusive Financial Advisor to the founders of WRÅD to provide them with Venture Capital

Background to deal

WRÅD is an aspirational lifestyle and engaging fashion brand addressed to Millennials and GenZ described as “rebels with a heart” moved by strong social and political values.

In order to reduce the actual environmental impact of the fashion industry, WRÅD is delivering positively – influencing products in a respectful way for all involved stakeholders and taking advantage of alternative materials and innovative manufacturing processes.

The WRÅD Team is composed by people with complementary talents and taking advantage of the collaboration of a wider network providing a deep experience in sourcing, product development, branding, logistics and finance. The Team itself is promoting sustainable livable solutions.

Consistently with the launching date of the brand, WRÅD needed an initial amount to be injected with the main aim to start the commercialization of the first two collection offering anoraks, hemp sweaters and tees dyed with the graphite powder all made with natural fibers.

Solution

GTFAS structured a Venture Capital operation to support the entrepreneurship and the initiative of Matteo, previously top manager in one of the main multinational fashion companies for Millennials and Silvia, artistic director for a well-known Italian fashion brand.

The operation has been achieved through the organization of an investment club of High Net Individuals with a strong interest in investing in a business catalyzing the rise of a livable fashion.

How we made a difference

Grant Thornton Financial Advisory Services assisted WRÅD’s founders in drawing up the Business Plan, in identifying the financial partners and in structuring the investment club.

Grant Thornton Financial Advisory Services has helped us finding a strategic partner aligned with our mission and values and sharing our pioneering spirit willing to achieve a livable change. GTFAS guided us step by step through all the phases of the process, supporting our cause.

Matteo Wrad and Silvia Giovanardi
Founders
WRÅD

AN INVESTMENT CLUB

has provided
Venture Capital to

WRÅD

GTFAS provided corporate finance
advisory services

Grant Thornton – About us

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Our national team of corporate finance advisers work with entrepreneurial businesses, their owners and management teams in the mid-market at various stages of their lifecycle including growth capital and refinancing solutions, strategic acquisitions, management buy-outs and company sales. From exploring the strategic options available to you as a business or shareholder, advising and project managing the chosen solution, we provide a truly integrated corporate finance offering. We are a member firm within Grant Thornton International Ltd, one of the world's leading international organisations of independently owned and managed accounting and consulting firms. Clients of member and correspondent firms can access the knowledge and experience of more than 2,500 partners in over 130 countries and consistently receive a distinctive, high-quality and personalised service wherever they choose to do business, adding real value on cross-border M&A transactions.

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