

APPOSTA

Your perfect-fit shirt.

Created online.

Made in Italy.





We bring our expertise in crafting custom-made, premium Italian men's shirts to the digital realm so that we can provide shirts that are perfectly designed for their wearer's precise measurements and personal style.

Whether starting from scratch or using an existing design, by using our website customers get complete control over their shirt's design. To offer unparalleled variety, we've brought together a carefully curated collection of over 4,000 premium fabrics. With countless design combination to choose from, almost any style of shirt imaginable can be made, for any type of body.

Each shirt is carefully made step by step by expert shirtmakers in Italy, with completion two weeks from ordering. We only create shirts when we're asked to, so we don't hold unwanted or seasonal collection stocks. Sustainability is at very core of our business model.

As we are a direct-to-consumer brand, customers can expect to pay considerably less for premium quality custom-made Italian shirts than they would pay elsewhere.

APPOSTA

THE NUMBERS

Monthly unique visitors

60.000

Number of reviews

5.000+

AOV

180 EUR

Returning rate

<2%

Shirts produced per month

1.500

Trustpilot ranking

4.6 (Excellent)

CR

1%

Number of our Affiliates

<1.500

WHAT WE OFFER

High Quality Service

ACCURATE MADE TO MEASURE

Through our online made-to-measure service, we are able to produce custom-made shirt which fit perfectly

COMPREHENSIVE CUSTOMIZATION

Customers can select from over 4,000 fabrics and choose from a comprehensive list of design details such as the shirt's fit, cuffs and collar.

RESPONSIVE CUSTOMER CARE

We ensure that our customers receive shirts that fit perfectly. In the rare case that adjustments are needed, we'll completely cover the cost of this

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WHAT WE OFFER

High Quality Products

PREMIUM FABRICS

Our online inventory contains fabrics from the world's most esteemed suppliers, many of which are in close proximity to the factory in Italy where our shirts are made.

EXPERT PRODUCTION

With over four generations of authentic Italian shirt making heritage, our expertise enables us to reliably create high quality shirts with a high degree of accuracy.

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WHAT WE OFFER

Fair Prices

DIRECT TO CONSUMER

As we are a direct-to-consumer brand, customers can expect to pay considerably less for premium quality custom-made Italian shirts than they would pay elsewhere.

ALL CUSTOMIZATION INCLUDED

All customisations, including made-to-measure sizing and monogramming come at no extra cost and are included in the initial price of each shirt or fabric.

This guarantees
a low return rate and **high**
customer loyalty

AS FEATURED IN



Esquire



BUSINESS
INSIDER

FORTUNE



VANITY FAIR

APPOSTA



OUR AWARDS



WINNER

ECOMMERCE
AWARDS 2018
FINALIST

FINALISTS



WINNER

APPOSTA

THE AFFILIATE PROGRAM

OUR AFFILIATION PROGRAM INCLUDES:

- ✓ Opportunities to run exclusive partnerships with Apposta
- ✓ Excellent AOV and on-site conversion rate.
- ✓ Low level of returns <2%
- ✓ A cookie length of 30 days.
- ✓ Ability to track results and optimise activity to maximise revenue.

WHAT CAN WE OFFER OUR AFFILIATES

- ✓ Custom Products Feed
- ✓ Weekly Proposal Updates
- ✓ Banners & Sitelinks
- ✓ Videos
- ✓ Custom Discounts & Promotions

COMMISSIONS

10%

New
Customers

2%

Existing
Customers

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GET IN
TOUCH
WITH US



Laura Rotatori



partners@apposta.com



Apposta, 131 Finsbury
Pavement, London, United
Kingdom, EC2A 1NT