

Deporvillage launches its own brand Imperfect

Only on Deporvillage, Imperfect guarantees cycling medium-range quality products

The e-commerce specialized in clothing and sports equipment Deporvillage has reached an important challenge in its career with the launch of its own brand, Imperfect. The first brand collection includes 15 textile products, of medium-high range quality specialized in cycling, such as jerseys, shorts, gloves and socks, a collection that will grow during the next seasons. With this new challenge, Deporvillage offers to its customers a distinctive product, manufactured in Europe with first class materials, relying on the best manufacturers of the main cycling brands. "We developed this project to create the best quality products at a competitive price," says Xavier Pladellorens, CEO of the company.

With a minimalist but distinctive style, Imperfect is designed for those who always put personality to their everyday activities. This is the meaning of the name, based on the double word game: Imperfect / I'm Perfect. Designed in Italy by one of the best designers of the sector, the new brand has been developed by Deporvillage taking care of the details, both in the design and in the quality of the materials. A proof of this is the pad for the shorts, which has been produced by Elastic Interface. The first Imperfect collection is focused on cycling, that it is one of the main categories of Deporvillage, although, as Xavier Pladellorens explains, "for now we will be expanding the range of cycling products, and we do not rule out covering other medium-term sports".

After eight years of activity, Imperfect is a new milestone for Deporvillage, which has experienced a constant boom over the recent years. It closed the end of 2017 with 35 million euros in sales, reaching a growth of 60%, after doubling sales in 2016 with a turnover of 22 million euros and a growth of 100%. The forecasts for 2018 are, therefore, clearly positive, with expectations of maintaining double-digit growth. With the million orders already reached, Deporvillage has now its own brand and continues working to consolidate its activity in the European countries where it has a strong presence.

About Deporvillage

Founded in 2010 by Xavier Pladellorens and Àngel Corcuera, Deporvillage is the Spanish online shop specialized in sports equipment leader in Spain, and one of the references in Europe. It is specialized in cycling, running, triathlon, swimming, fitness and outdoor activities, and it sells in Spain, France, Italy and Portugal more than 50.000 products from 500 first level brands. It has around 600.000 customers and more than one million of visits monthly. Along its career, it has got the support of SeedRocket, represented by David Tomás from CyberClick and the inversor Cabiedes & Partners. Additionally, other important companies of Venture Capital, as the Spanish Samaipata and the Italian P101, are members of its shareholding, as well as Grupo Mediaset.

More information: www.deporvillage.com