



SOFIA AND LUCIANA FRANCO

Co-Founders, HandOverChic

OVERVIEW

Fashion made for teens, by teens. That is the inspiration behind HandOverChic. Sofia and Luciana Franco came to Singapore from Miami at the start of the pandemic. Both girls play soccer for Singapore American School, but due to the pandemic, were confined to staying indoors.

Having extra time on their hands, and strong opinions on what teen fashion constitutes, they decided to build their own brand. They started out the good old-fashioned way; buy white t-shirts, dye and dry them and then pack and deliver the product.

Over 6 months, their business grew over 50% month-on-month. They improved their social media presence, got influencers on board, and even had the opportunity to pitch their business to the head of marketing for LVMH. This is their journey through business and entrepreneurship.

"We are two teenagers who moved to Singapore from Miami, Florida. Upon coming to Singapore, we wanted to match our curiosity to learn about business with our need to express ourselves through fashion. That was the birth of HandOverChic."

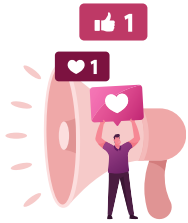
-Sofia Franco, Co-Founder of HandOverChic

AGE 13 & 12



CONTEXT

When Sofia and Luciana joined Ascend Now, they needed help with marketing and growth. They had just started their business but wanted more structure. The three key areas we focused on were:



Brand awareness and social media presence



Budgeting, monitoring and consumer analytics



Creating and managing new campaigns

RESULTS

Sofia and Luciana were able to grow the business to great heights. They brought on 4 influencers with a combined following of over 2.5 million people. After their sales had doubled during their Christmas campaign, they worked on a pitch deck with their Ascend Now coach. This pitch was to the head of marketing for LVMH. Here were their numbers at the time.

12,000 SGD

8-month revenue

54%

Profit Margin

36

Product Options

9000+

Online store sessions



Locations present and delivering to:

Singapore | Cambodia | Malaysia | Hong Kong | Indonesia

CONCLUSION

When we asked Sofia and Luciana what they learned from this experience, they said persistence is key. To get the four influencers, they cold messaged over eighty. Another learning was the importance of quality given that over 25% of their sales had been through word-of-mouth. They are currently rebuilding their website and adding new products to their catalog.

Instagram: [handoverchic](https://www.instagram.com/handoverchic)

Website: www.handoverchic.com