

# NANOS, Spanish Leading Kids Clothing Brand Implements Omnichannel Strategy for Asia Expansion

50-year-old Spanish children's fashion brand plans to open more boutiques in the city with launch of eCommerce site to prepare for regional expansion.



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**Sergio Crespo**  
Managing Director, Goods from Spain

Originated from Spain, children's fashion brand NANOS is well-known for its exquisite collections with timeless design, luxurious soft fabrics and impeccable finishing in the garments. Royal families in Europe, as well as children of celebrities have been seen wearing the brand.

With over 70 stores worldwide located in Europe, US and Middle East, NANOS launched its first permanent boutique in Hong Kong in November 2018. Situated in Lee Garden Two in the bustling Causeway Bay, the new permanent boutique marks the 50-year-old-brand's debut in Asia.

“When we saw the great opportunity to bring NANOS to Hong Kong, we immediately had to jump at it,” said Sergio Crespo, Managing Director of Goods from Spain. Inspired by Crespo's wife Gigi, who is a big fan of Spanish brands, in particular NANOS, Crespo decided to set up the company in 2017 with a focus to import high quality Spanish goods to Hong Kong. “With its wide product range and high quality clothing, we are convinced that NANOS' strength and uniqueness will succeed in the Asia market.”

In preparation for the opening of a permanent shop for NANOS, a series of marketing and branding strategies had been lined up to introduce the brand. In May 2018, NANOS first appeared in the city as a pop up store in a popular shopping mall in Tsim Sha Tsui. Coupled with a strong key opinion leader (KOL) engagement and public relations strategy, the pop up store

has greatly boosted the brand's exposure within a short period of time. According to the brand, they have already amassed over 100,000 followers on their social media platforms.



Shortly after, NANOS launched its eCommerce website focusing on the Asia market. According to Crespo, the website has been going strong since the launch, and is already receiving orders from across the region. With the brand's ongoing digital efforts, the eCommerce site is especially instrumental for expanding to existing markets across Asia

“Hong Kong is definitely the best place for us to start in Asia,” Crespo remarked, “we are highly impressed with the efficiency of setting up a business, and we have everything we need right at our fingertips, such as service companies in public relations, eCommerce as well as logistic partners. The city's geographical proximity to other Asian cities also makes

it a perfect location for us to plan our regional expansion.”

To sustain the business momentum, NANOS' next step is to open its second outlet in Kowloon, and plans to expand the team to manage the physical stores and the website.

Crespo concluded, “InvestHK has been giving us a lot of support since the beginning, and helped us to set up and learn about the business environment in Hong Kong. Their expansive network has been very useful for us to create more opportunities for the company.”

## Goods from Spain

- Founded in 2017, Goods from Spain currently has around 5 employees to manage NANOS stores in Hong Kong as well as the Asia eCommerce site
- NANOS is the first brand imported by Goods from Spain to Hong Kong, but the company is already bringing more Spanish apparel brands to the city

 [nanos.hk](https://nanos.hk)