

Women's DTC fashion ecommerce retailer navabi returns to strength under original founders

- The company's original founders have reacquired the company they launched over a decade ago
- Seamless continuation of operations and online trading has been achieved
- The company will focus further on exclusive brands and further optimised size and fit

Aachen / Düren, the xy. October 2020. Plus size fashion retailer navabi is back under the ownership and management of its founders Zahir Dehnadi and Bahman Nedaei. The entrepreneurs acquired the assets of navabi GmbH and have taken the company forward as sole shareholders. The purchase of the company is subject to procedural approval requirements, but all has gone smoothly and trading has continued seamlessly since, with positive feedback from customers.

The move brings a successful path forward from a self-administration procedure which had been entered into to restructure finances over the coronavirus period.

The move has gained positive feedback both from customers, many of whom have been loyal to navabi for over a decade, and from the brand's former investors.

Marshall Taylor, former chairman of navabi commented "The financial restructuring has ended in a positive story - putting customers first and ensuring one of the world's top plus size brands is in the hands of a team that will continue the results they were achieving prior to the pandemic."

Business operations have continued smoothly, the company has already secured new partnerships including well-known payment provider ratepay, and trading continues round the clock at www.navabi.de, www.navabi.co.uk, and the company's other international destinations.

"With millions of orders over the years, and hundreds of thousands of positive pieces of feedback from customers. We're hugely grateful to all of those who have invested in navabi over the years, and we're delighted to be able to move forward with our customer-first ethos having had the benefit of their experience over the years," said co-founder Bahman Nedaei happily.

"For us, this means being able to take special care of our loyal regular customers who we've served for so many years, and to continue a long-term success story," adds Zahir Dehnadi.

On the basis of strong customer relationships, navabi has built the most well-known pan-european plus size brand, and has a unique data pool on size and fit, allowing them to offer exclusive styles with better fit, alongside globally known brands such as Ralph Lauren and Levi's. As a result, the plus size specialist has a multilingual series of websites, and is able to offer beautiful, modern fashion to customers across the globe.

Background

About navabi

The fashion company was founded in 2008 as a start-up in Aachen. The brand is known as a pioneer in plus size womenswear, with more than a million orders since inception, and coverage from titles both in Germany and beyond including Vogue, Business of Fashion, and hundreds of others. Offering a mix of exclusive brands, and well-known brands such as Ralph Lauren and Levi's, the company is known for its loyal customer base in an underserved market.

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