

Nada Debs

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nada debs

“ I saw an opportunity to build an elite Lebanese design brand, displaying products in top furniture stores worldwide. ”

COUNTRY	Lebanon
INDUSTRY	Consumer
EMPLOYEES	42
YEAR SELECTED	2011
WEBSITE	www.nadadebs.com

COMPANY SNAPSHOT

Nada Debs has built an elite design brand manufactured by a network of 150 artisans in Lebanon. Her designs mix a zen-like simplicity, drawn from her childhood spent in Japan, with the aesthetic traditions of the Middle East.

In addition to her flagship stores in Beirut, Nada's products can be purchased at top furniture stores worldwide, from New York to Dubai to Cairo. Her brand has been featured in over 120 magazines and newspapers, including the New York Times, Vogue, Monocle, and The Wall Street Journal. Her designs decorate everything from the children's rooms in the Jordanian Royal Palace to the Ministry of Foreign Affairs in Abu Dhabi. Nada's accessories were used as VIP gifts for the World Economic Forum.

ENDEAVOR AND NADA DEBS

Endeavor is working with Nada Debs to scale the business through a new management structure.