



FAVIANA



FAVIANA

CELEBRATE YOURSELF®

THE *BRAND*

ABOUT

Faviana was born in the heart of New York City; a city marked by rich culture and diverse aesthetic. With inspiration around every corner, Faviana has adopted its' intoxicating energy by incorporating it into every stitch of each collection. With the perfect combination of sophistication and versatility, Faviana provides a curated mix of designs that express, enhance, and elevate each woman's individual identity as she celebrates the most important and memorable moments in her life.

Our Mission Is
To Help Women
Feel Good &
To ***Celebrate***
Themselves.

BRING OUT THE BEST

... in people with intent & joy.
... in product with consistency & excitement.
... in company with generosity & commitment.
... in yourself with awareness & action.

SHOW GENUINE CONCERN

Make all people feel worthy.
Recognize that relationships matter.
Approach everyone with humanity.
Treat people with authenticity & respect.

ELIMINATE DRAMA

Be an objective observer.
Be an open listener.
Be an efficient communicator.
Be an effective problem solver.

EMBRACE EVOLUTION

Diligently learn & improve.
Adapt to change with enthusiasm & discipline.
Welcome growth & challenge.
Take forward & upward action.

INSPIRE ELEGANCE

Elevate the work & environment.
Be graceful with your words & actions.
Handle challenges with professionalism & tact.
Carry yourself with dignity & purpose.

OUR FOUNDERS

It all started with a dream. Founded in 1988 in New York City by the Moradi Family, Faviana became more than a family business. The Moradi's wanted to create dresses that would help women feel great and celebrate themselves during all of life's special moments. With a combination of red carpet glamour and the elegant spirit of New York City, the Moradi's created innovative designs that would help make dreams come to life. Exceptional craftsmanship, quality fabrics, intricate detailing, and contemporary silhouettes are what make a Faviana dress stand out amongst the crowd.

VERSATILITY

Pioneering the "Faviana Fit", the Moradi's truly understand that every woman is beautifully unique and the way she dresses should express that! Catering to each woman's individualized nature, Faviana has established a collection of dresses that compliment all styles and sizes. Offering extended sizing from 00-24W, Faviana has something for everyone. Whether choosing a dress for prom or a wedding, there is a personalized style for every important life milestone.

NYC INSPIRED

Faviana is everything that New York City is: sophisticated, forward-thinking, bold, energetic and confident. Home to people from all over the world, New York City synthesizes the diverse spirits of the arts, design, adventure, and re-invention into a rich and multi-faceted mixture – sometimes romantic, sometimes edgy, but always with the sense of glamour; that is the signature of a Faviana dress. As NYC is both a world fashion capital and is social by nature, Faviana proudly makes red carpet worthy moments for women's most important milestone events.





@FAVIANA_NY
62.9K Followers



@FAVIANANY
7K Followers



@FAVIANA
580K Followers



@FAVIANANYC
922K+ Views



@FAVIANANY
6.7K Followers



CELEBRATING & EMPOWERING WOMEN IN OUR COMMUNITIES.

A Brand Ambassador is a strong leader within her community, excited about fashion and, of course, passionate about Faviana! She will inspire her peers to be the best version of themselves and represent Faviana in a positive manner. She will also create memorable moments that will last a lifetime with Faviana clients and retailers.

1. MS.FAVIANA

Ms. Faviana will lead the Brand Ambassador Program.

2. LEADERSHIP DEVELOPMENT

Ambassadors will receive first hand experience and knowledge in social media and fashion marketing.

3. REWARDS

In exchange for social media promotions and retailer support, brand ambassadors receive prizes & perks.

THE *FAVIANA* *FOUNDATION*

CELEBRATING & EMPOWERING WOMEN IN OUR COUNTRY.

Faviana believes it is important to give back by helping women feel good about themselves and celebrate their lives; thus The Faviana Foundation was born. The foundation is designed to address womens' issues within the constructs of education, healthcare, careers, lifestyle, and socio-economic inequalities. Faviana is aiming to encourage, help, inspire and bring out the best in women across the country.

1. UPCYCLE PROGRAM

Faviana issues return labels to customers who have purchased a faviana dress, where they can then donate their dress to girls who cannot afford them.

2. ESSAY CONTEST

In the form of a written or visual essay, girls can enter to win their dream prom dress and/or \$1000 scholarship.

3. LEADERSHIP CONFERENCE

Faviana will host a womens leadership conference for girls ages 17-21 in NYC.





CONTACT

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