

Willy Chavarria Secures Strategic Investment from Chalhoub Group, Cementing His Global Fashion Ambitions

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New York designer Willy Chavarria has taken a decisive step in scaling his brand globally. After moving his runway shows from **New York to Paris in 2024**, Chavarria has now secured a **minority investment from Middle Eastern luxury powerhouse Chalhoub Group**, signaling a major leap for his eponymous label. The total investment remains undisclosed.

Founded in **2015**, the **Willy Chavarria brand** has evolved into a cultural and creative force — blending **activism, identity, and modern luxury**. Having previously held key roles at **Ralph Lauren** and **Calvin Klein**, Chavarria's distinctive aesthetic, rooted in social storytelling, continues to challenge conventions and redefine American fashion on a global stage.

The Chalhoub Group — one of the Middle East's largest luxury retail operators, representing over 300 international brands — joins **FAE Fashion Ventures**, which invested in the label in 2024. Together, the two investors are set to bolster Chavarria's **global retail expansion across Europe, Asia, and the Middle East**, while supporting **new creative projects and infrastructure growth**.

"FAE and Chalhoub played crucial roles in scaling our global reach and revenue," says Chavarria. "Their deep understanding of both luxury and culture makes them the perfect partners."

This partnership underscores the Chalhoub Group's ongoing strategy of **backing brands that merge creativity with cultural impact**. Past investments include UK-based **Threads Styling** and French heritage brand **Christofle**, as well as strategic partnerships with **EssilorLuxottica** and **OTB Group** (home to Maison Margiela and Jil Sander).

"Willy Chavarria represents the evolving face of luxury — rooted in community, identity, and storytelling," notes **Zahra Kassem-Lakha**, Chalhoub's Chief Investment Officer. "We share his vision of redefining modern fashion through purpose and cultural resonance."

Despite the new funding, Chavarria remains steadfast in his political voice. His **Spring/Summer 2026 collection** opened with 35 men kneeling in support of the **American Civil Liberties Union (ACLU)** — a testament to his continued dedication to activism through fashion.

With these global partnerships, **Chavarria is positioning his brand alongside American icons like Ralph Lauren, Tommy Hilfiger, and Calvin Klein** — designers who turned personal visions into world-renowned empires.

“I now know that great design is only one part of success,” Chavarria told *Vogue Business*. “To build a lasting brand, every component must work in harmony.”

As the designer prepares to expand his footprint across continents, one thing is clear — **Willy Chavarria’s next chapter is one of purpose, power, and global influence.**

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