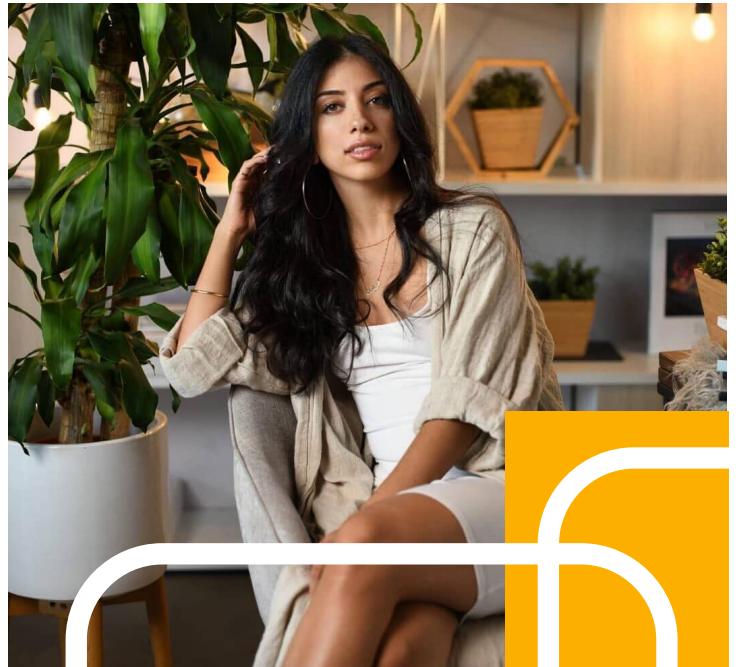


Invest Ottawa DMS Future Proof

Success Story: NAFSI

The Story

NAFSI is a slow fashion brand providing luxury, comfort, and self-expression through sustainably sourced and ethically made garments. Founder Celine Hajjar launched the business in Dubai, UAE in 2017 after witnessing the detrimental impact the fashion industry can have on the environment and vulnerable people in her former career with a multinational fashion house. After introducing NAFSI to North America in January 2020, Celine's business was hit with the pandemic which forced her to adapt to an entirely virtual model.



The Obstacle

Celine realized she needed a digital platform that could grow her client base and preserve the luxury branding she worked tirelessly to build in Dubai. Without an online e-commerce platform or renewed graphic design, she feared her North American launch could lose momentum and harm the brand.

The Solution

Within two weeks of work, the Digital Main Street Future Proof Transformation Team revitalized Celine's existing marketing materials with a cohesive and enhanced narrative. The Team began by revamping content in her website, then creating a robust social media engagement plan for Celine to follow at her own pace. Not only did the Team leverage her own channels, but they also provided direction for her to expand into new spaces such as TikTok; a platform Celine credits for significantly expanding her reach.

The Update and the Future

With NAFSI on the brink of launching a new digital marketing campaign, Celine envisions NAFSI truly scaling the Ottawa region and expanding its client base through the website and social media channels. In the near future and beyond, Celine is confident she can see continued growth, while bringing awareness to the importance of sustainable fashion.



Testimonial

“I was incredibly impressed by the Transformation Team,” says Celine of her experience in the Future Proof Program. “From the first meeting, they demonstrated a thorough understanding of my brand, and presented a transformative strategy for growth. I recommend the Program to any business owner looking for professional support.”

Get Connected!



Celine Hajjar
Founder, NAFSI

nafsi.online



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