



## NexCen Brands, Inc., Announces Strategic Partnership With Welspun Usa To Expand Waverly Brand

By: NexCen Brands | [3 Shares](#) [102 Reads](#)

January 23, 2008 // [Franchising.com](#) // NEW YORK, -- NexCen Brands Inc., ("NexCen") (Nasdaq: NEXC) parent company of the Waverly brand announced today its alignment with Welspun USA in a key strategic partnership to expand the Waverly brand into new lifestyle categories. Welspun will immediately become the Waverly licensee for Bath Towels, Bath, Accent & Scatter rugs, Down & Synthetic filled Comforters/Blankets, and Pillows & Mattress pads catapulting the Waverly brand into new home categories and broadening its complete consumer offerings at retail.

"NexCen is committed to developing best-in-class resources to our portfolio of brands. Our decision to partner with Welspun is a critical component to our licensing strategy and core to our mission of building value for our stakeholders," commented Robert W. D'Loren, President and CEO of NexCen Brands, Inc. D'Loren also added, "We wanted more than just a licensing agreement and with Welspun we found a partner who can deliver the level of quality, service and product that our Waverly consumers expect from our brand."

"This relationship with Welspun is a giant leap forward to the goal of expanding the Waverly brand into a complete lifestyle resource for our Waverly consumers. Welspun's market leader position gives it the strength and ease to develop immediate new product introductions in the U.S. market and beyond" states Rick Platt, President of Waverly.

"The tradition of excellence that Waverly has exhibited over the decades is a resounding endorsement that adds new credibility to product innovation and design leadership" says Bob Hamilton Director of Marketing for Welspun. "Waverly has an important following of loyal consumers who we are targeting for growth in the future". Charles Gaenslen, Welspun Chief Operating Officer adds, "We are beginning to partner with brands that have unique creative design and product positions which broaden our reach and respond to our strategic commitment to meeting real consumer needs. Waverly is an important addition to our brands portfolio."

About Waverly ([www.waverly.com](#))

Launched in 1923, Waverly is a premier home fashion and all encompassing lifestyle brand and one of the most recognized names in home furnishings. Its signature look is expertly translated into countless classic styles among home furnishing products including fabrics, wall coverings, paint, bedding, window treatments, decorative accessories and other key products. Waverly is available through retailers and interior design showrooms in over 7,000 doors nationwide. Its family of brands consists of Waverly, Waverly Home, Waverly Home Classics, Waverly Baby, and Waverly Sun N Shade. Key vendor partners include PK Lifestyles, Blue Mountain, Ellery Homestyles, Lowes and Target. NexCen Brands Inc. purchased the Waverly brand in May 2007.

About Welspun USA ([www.welspun.com](http://www.welspun.com))

Welspun is one of the fastest growing industrial conglomerates whose dynamic growth reflects a global amalgamation of management expertise, resource allocation, and engineering excellence. Welspun has achieved a growing presence in 50 countries with annual revenues exceeding \$1.0 billion and a market capitalization of \$1.2 billion. From its beginnings in the mid 80's as a regional Asian textile company, it has grown dramatically into diverse worldwide industries and market positions including textiles, steel and retail enterprises. It currently consists of six distinct operating units consisting of over 18,500 employees and assets of over \$1.0 billion. Welspun is currently recognized as a preferred supplier to 14 of the top 20 retailers worldwide and has been acknowledged by its customers as a global leader in each business it operates. It recently has added to its strategic complements with the acquisitions of Christy of England and Sorema of Portugal.

**About NexCen Brands, Inc. (Nasdaq: NEXC) ([www.nexcenbrands.com](http://www.nexcenbrands.com))**

NexCen Brands, Inc. is the premier 21st century vertically integrated global brand management company focused on assembling a diversified portfolio of intellectual property-centric companies operating in the consumer branded products and franchise industries. The Company owns, licenses, franchises and markets a growing portfolio of consumer and franchise brands including The Athlete's Foot®, Bill Blass®, Maggie Moo's®, Marble Slab Creamery®, Pretzel Time®, Pretzelmaker®, Shoebox New York™ and Waverly®. The Company licenses and franchises its brands to a network of leading retailers, manufacturers and franchisees that includes every major segment of retail distribution from the luxury market to the mass market in the U.S. and in over 50 countries around the world, and consists of more than 1,500 franchised stores. NexCen, through its information technology, franchisee support systems and advertising, marketing and public relations team, markets its brands to continually drive greater consumer awareness and brand equity for each of its brands. NexCen touches nearly every aspect of a consumer's lifestyle from the food they eat to the furnishings in their homes and the clothes and footwear they purchase.

###

---

**Share this Story:**

3  
Shares

**Reader Reactions:**



0



0



0



0



0



0

0 Comments

Franchising.com

Login ▾

Recommend

Share

Sort by Best ▾



Start the discussion...

Be the first to comment.

ALSO ON FRANCHISING.COM

[South African Couple Is Thrilled To Open](#)

[Social Media Roundup: Nov. 22, 2016](#)

## NexCen Brands

Parent company of The Athlete's Foot, Maggie Moo, and Marble Slab.

Overview

## Franchise News Room »

- All Franchise News
- Expansion
- Financial
- Mergers & Acquisitions
- Personnel
- General Announcements
- Conference
- Product Announcements
- Media Coverage
- Strategic Alliances

## News By Industry »

- Art
- Automotive
- Beauty
- Business Services
- Childrens
- Health
- Home Services
- Medical
- Moving and Storage
- Pet

Cleaning and Maintenance  
Computer and Internet Services  
Construction  
Education  
Entertainment  
Financial Services  
Fitness  
Food  
Franchise Consultants

Recreation  
Retail  
Senior Care  
Small Business  
Specialty  
Staffing  
Travel  
Vending

## Featured Opportunities

### **HYPOXI**

Operated in studios across the globe, HYPOXI is proven not only to be an effective weight loss solution for men and women, but is also a popular...

### **Sbarro, LLC**

An award-winning franchise company, Sbarro is known for selling XL NY pizza by the slice with dough made in-house daily & 100% Whole Milk...

### **Learning Express**

Learning Express is the nation's leading specialty toy store franchise - dedicated to providing toys that encourage learning through play, a...

### **Hardee's**

At Hardee's®, our next success story is you. We consistently out-deliver the competition with a menu strategy that focuses on developing premium,

### **Papa Murphy's Take 'N' Bake Pizza**

The world's largest, fastest growing Take 'N' Bake pizza franchise is offering you something fresh.

## Subscribe to Franchising.com Express

**Subscribe**

Share This Page



## CHANNELS

Franchise Opportunities  
Multi-Unit Franchisees  
Franchisors

## GETTING STARTED

What is Franchising?  
Franchising Articles  
Franchise Events  
Franchise Guides  
Franchise News  
Success Stories  
Franchise Videos  
Net Worth Calculator

## OPPORTUNITIES

Search  
Top Franchises  
Hot Franchises  
Featured Franchises  
Newly Added Franchises  
Trending Franchises  
International Franchises  
Franchises A-Z  
By Industry  
By Type  
By Location  
By Investment  
By Maturity

## RESOURCES

Accounting  
Advertising  
Associations  
Big Data  
Conferences  
Customer Relations  
Facilities  
Financing  
Human Resources  
Legal  
Local Marketing  
Payment Processing  
Real Estate  
Security  
Technology  
Telecommunications

## PRODUCTS & SERVICES

Annual Franchise Development Report  
Multi-Unit Buyer's Guide  
Technology Buyer's Guide

## CONFERENCES

Franchise Leadership & Development Conference  
Multi-Unit Franchising Conference  
European Multi-Unit Franchising Conference  
Franchise Consumer Marketing Conference

## MAGAZINES

Multi-Unit Franchisee Magazine  
Franchise Update Magazine

## ABOUT

Advertising  
News  
Blogs  
Contact Us  
Legal Notices  
Privacy Policy  
Advertiser Login

## SOCIAL

**f** Facebook  
**in** LinkedIn  
**t** Twitter  
**YouTube** YouTube  
**G+** Google+  
**@** Instagram

The franchise opportunities listed above are not related to or endorsed by Franchising.com or Franchise Update Media Group. We are not engaged in, supporting, or endorsing any specific franchise, business opportunity, company or individual. No statement in this site is to be construed as a recommendation. We encourage prospective franchise buyers to perform extensive due diligence when considering a franchise opportunity.



Franchise Update Media | P.O. Box 20547 // San Jose, CA 95160 // PH. (408) 402-5681  
Copyright © 2001 - 2017. All Rights Reserved. Site Hosting Provided By: wishVPS on FUMG3

*In Loving Memory Of Timothy Gardner (1987-2014)*