



ENTREPRENEURSHIP AWARD

NADIA BOUJARWAH & LYDIA GILBERT

MBA '13

Lydia Gilbert and Nadia Boujarwah are the co-founders of Dia & Co, one of the leading size-inclusive fashion businesses built in the last decade. Grounded in the belief that all women deserve equal opportunity to express themselves through style, Dia & Co redefined how millions of women shop through its e-commerce platform and flagship personal styling service.

Founded in 2015, Dia & Co was an early pioneer of the size-inclusivity movement, partnering with major designers and cultural icons including Diane von Furstenberg, Christian Siriano, Betsey Johnson, Lizzo and Rebel Wilson. Under their leadership, the company scaled north of \$100M in annual revenue, acquired plus-size luxury retailer 11 Honoré, raised capital from leading venture firms, including Sequoia Capital, Union Square Ventures, and Founder Collective, and built a community of more than six million women strong. Dia & Co was acquired in 2024 by FULLBEAUTY Brands, the largest strategic player in the extended-size apparel market.

LYDIA began her career at the Clinton Foundation and Google and holds a BA in History from Cornell University. She is an active advisor and angel investor in over a dozen tech companies, and a committed patron of the arts where she is a Young Partner at The Public Theater, Brooklyn Academy of Music, The Joyce Theater and New York City Ballet. She is currently working with *Buena Vista Social Club* on Broadway to expand access for students from underrepresented communities.

NADIA began her career in investment banking at Perella Weinberg Partners and holds a BS in Economics from the Wharton School of the University of Pennsylvania. She is a prolific angel investor and advisor in the tech ecosystem, as well as a Founder Partner at Founder Collective and Entrepreneur in Residence at Harvard Business School. She is deeply committed to ensuring the tech sector serves New York City and is currently in Tech:NYC's inaugural class of Grid Fellows.

Both were graduates of Harvard Business School Class of 2013, Section E.