# Boris Bidjan Saberi to close labels amid manufacturing challenges but pledges creative rebirth



Boris Bidjan Saberi, the influential brand celebrated for its sophisticated menswear that intricately merges subcultural codes with artisanal craftsmanship, is set to cease operations by the end of July. This closure has been confirmed in a statement from the company, first reported by The Business of Fashion and shared in a letter to retail partners. The letter elucidates that ongoing manufacturing challenges have rendered it "unviable" for the German-Persian designer to continue producing his two labels: Boris Bidjan Saberi and 11 by Boris Bidjan Saberi.

The brand’s statement poignantly reflects on its commitment to quality and integrity: “The reality is clear: under current conditions and without reallocating production, it is impossible for us to maintain operations with the standards of quality, integrity, and consistency that has always been the foundation of our project.” This sentiment underscores the difficulties many independent fashion brands are currently facing, exacerbated by economic pressures and shifting consumer behaviours.

Launched in 2007, Saberi’s brand gained prominence during the 2010s menswear boom, a period characterised by a rise in darker, unconventional aesthetics led by designers such as Rick Owens and brands like Julius. Over its nearly two-decade tenure, Boris Bidjan Saberi not only carved out a niche but also anticipated emerging trends, particularly with its collaboration with outdoor brand Salomon in 2016—a partnership that birthed the “gorpcore” style, which has since gained substantial traction within contemporary menswear.

The recent collaboration between Boris Bidjan Saberi and Salomon, producing the 11S A.B.1 sneaker, exemplifies the seamless blend of urban style and mountain spirit embraced by both brands. Released on October 17, 2023, these sneakers draw on Saberi's passion for climbing and Salomon's extensive history in outdoor sports, featuring design elements that offer both fashion and functionality. It is notable that this collaboration occurred even as the brand faced operational challenges, demonstrating a resilience in creative output despite impending closure.

Despite the cessation of operations, the brand assures its followers that this does not spell the end of Saberi’s creative journey. The conclusion of the brand’s current chapter is instead heralded as a transformation. The letter to partners ends on an optimistic note, stating, “Boris’s vision, aesthetic, and spirit will continue, in other forms, in other formats, and under new structures that allow for greater exploration without compromising the essence of the brand.” This reimagining indicates that while the labels may no longer continue, the designer's influence and innovative spirit are likely to manifest in new endeavours.

The announcement of this closure not only signifies a personal loss for its founder but also casts a shadow over the independent fashion landscape, which has recently faced turbulence from various fronts, including supplier reliability and shifting consumer interest. As boutique retailers and small labels grapple with the implications of this closure, the wider fashion industry is left to ponder the future of unique, artisanal brands in an ever-evolving market landscape.

## Reference Map:

* Paragraph 1 – [[1]](https://www.businessoffashion.com/news/luxury/boris-bidjan-saberi-closing/), [[2]](https://www.businessoffashion.com/news/luxury/boris-bidjan-saberi-closing/)
* Paragraph 2 – [[1]](https://www.businessoffashion.com/news/luxury/boris-bidjan-saberi-closing/), [[2]](https://www.businessoffashion.com/news/luxury/boris-bidjan-saberi-closing/), [[3]](https://www.sneakerjagers.com/s/boris-bidjan-saberi-x-salomon-11s-ab1-white-l47392500/443751)
* Paragraph 3 – [[1]](https://www.businessoffashion.com/news/luxury/boris-bidjan-saberi-closing/), [[5]](https://www.sneakerjagers.com/s/boris-bidjan-saberi-x-salomon-11s-ab1-white-l47392500/443751), [[7]](https://www.sneakerjagers.com/s/boris-bidjan-saberi-x-salomon-11s-ab1-white-l47392500/443751)
* Paragraph 4 – [[1]](https://www.businessoffashion.com/news/luxury/boris-bidjan-saberi-closing/), [[2]](https://www.businessoffashion.com/news/luxury/boris-bidjan-saberi-closing/), [[6]](https://www.sneakerjagers.com/s/boris-bidjan-saberi-x-salomon-11s-ab1-white-l47392500/443751)

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## Bibliography

1. <https://www.businessoffashion.com/news/luxury/boris-bidjan-saberi-closing/> - Please view link - unable to able to access data
2. <https://www.businessoffashion.com/news/luxury/boris-bidjan-saberi-closing/> - Boris Bidjan Saberi, the brand known for its sophisticated menswear silhouettes informed by subcultural codes and artisanal production, is ceasing operations. The company confirmed in a statement to The Business of Fashion that it will close by the end of July. News of the label’s shuttering was first revealed in a letter sent out to retail partners that was shared by blogs such as StyleZeitgeist on Thursday. In the letter, the brand said current manufacturing hurdles made it “unviable” for the German-Persian designer to continue producing his two namesake labels, Boris Bidjan Saberi and 11 by Boris Bidjan Saberi. “The reality is clear: under current conditions and without reallocating production, it is impossible for us to maintain operations with the standards of quality, integrity, and consistency that has always been the foundation of our project,” the brand shared in its statement to retail partners. Launched in 2007, Saberi’s label blossomed during a 2010s menswear boom that saw the rise of chic yet dark labels embracing unconventional silhouettes propelled by designers such as Saberi and Rick Owens, as well as brands such as the Viridi-anne and Julius. During the label’s nearly 20-year run, it anticipated the rise of contemporary menswear trends such as “gorpcore” by becoming one of the first fashion labels to collaborate with the outdoor brand Salomon on sneakers in 2016. At end of the letter to retail partners, the brand shared that the closure did not signal the end of the designer’s career but a transformation. “Boris’s vision, aesthetic, and spirit will continue, in other forms, in other formats, and under new structures that allow for greater exploration without compromising the essence of the brand.”
3. <https://www.sneakerjagers.com/s/boris-bidjan-saberi-x-salomon-11s-ab1-white-l47392500/443751> - The Boris Bidjan Saberi x Salomon 11S A.B.1 'White' is a collaboration that merges urban style with mountain spirit, combining the design sensibilities of Salomon and Boris Bidjan Saberi. This line draws inspiration from both Saberi's love for climbing and Salomon's history in mountain sports. The low-top sneaker features webbed applications and is part of the 11S A.B.1 line, also available in 'Black'. These sneakers were released on October 17, 2023, and can be found at various physical stores and online retailers.
4. <https://www.sneakerjagers.com/s/boris-bidjan-saberi-x-salomon-11s-ab1-white-l47392500/443751> - The Boris Bidjan Saberi x Salomon 11S A.B.1 'White' is a collaboration that merges urban style with mountain spirit, combining the design sensibilities of Salomon and Boris Bidjan Saberi. This line draws inspiration from both Saberi's love for climbing and Salomon's history in mountain sports. The low-top sneaker features webbed applications and is part of the 11S A.B.1 line, also available in 'Black'. These sneakers were released on October 17, 2023, and can be found at various physical stores and online retailers.
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