

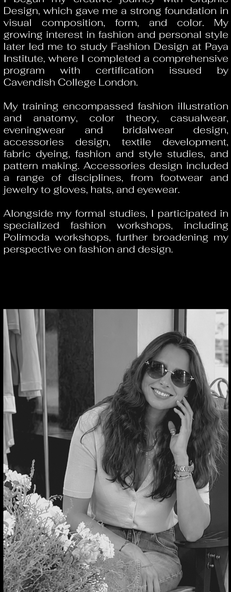
NAFISEH KASAEIFAR

Fashion Designer, Stylist & Brand Development

I'm a fashion designer and stylist with a background in fashion design, styling, and brand development.

I started working independently in 2013, initially taking on a small number of private projects. In 2017, I established my own studio in Tehran and began working professionally on a larger scale.

For me, fashion has always been about more than designing a single garment. I'm interested in how clothing, styling, identity, and personality come together to create a complete visual expression—whether I'm working with an individual or a brand.



Individuality is at the heart of my work. I don't believe in simply repeating familiar designs or following conventional formulas. Instead, I approach each project with the person behind it in mind—their personality, needs, and unique characteristics—while exploring new forms, materials, and details to create something that feels distinctly their own.

EDUCATION & TRAINING

I began my creative journey with Graphic Design, which gave me a strong foundation in visual composition, form, and color. My growing interest in fashion and personal style later led me to study Fashion Design at Paya Institute, where I completed a comprehensive program with certification issued by Cavendish College London.

My training encompassed fashion illustration and anatomy, color theory, casualwear, eveningwear and bridalwear design, accessories design, textile development, fabric dyeing, fashion and style studies, and pattern making. Accessories design included a range of disciplines, from footwear and jewelry to gloves, hats, and eyewear.

Alongside my formal studies, I participated in specialized fashion workshops, including Polimoda workshops, further broadening my perspective on fashion and design.

AREAS OF EXPERTISE

Fashion Design___

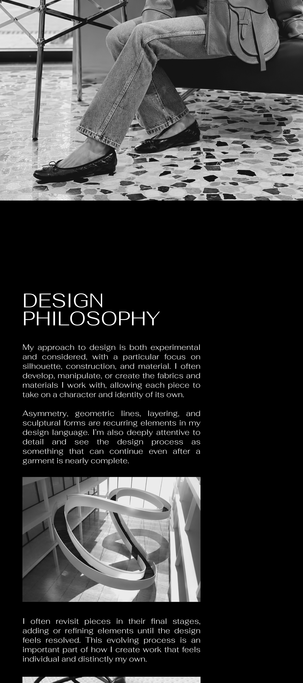
Creating distinctive garments and collections with a focus on form, material, construction, and individual expression.

Styling___

Creating cohesive looks by bringing together clothing, accessories, proportion, personality, and context.

Brand Development___

Shaping the creative direction and visual identity of fashion brands through a combination of design, styling, and first-hand experience in building an independent fashion practice.



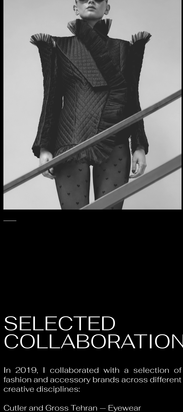
DESIGN PHILOSOPHY

My approach to design is both experimental and considered, with a particular focus on silhouette, construction, and material. I often develop, manipulate, or create the fabrics and materials I work with, allowing each piece to take on a character and identity of its own.

Asymmetry, geometric lines, layering, and sculptural forms are recurring elements in my design language. I'm also deeply attentive to detail and see the design process as something that can continue even after a garment is nearly complete.



I often revisit pieces in their final stages, adding or refining elements until the design feels resolved. This evolving process is an important part of how I create work that feels individual and distinctly my own.



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SELECTED COLLABORATIONS

In 2019, I collaborated with a selection of fashion and accessory brands across different creative disciplines:

Cutler and Gross Tehran — Eyewear
Morvarid Mirl Jewelry — Fine Jewelry
Petalo Design — Silver Jewelry
Haniyeh Zahabi — Handbags

In 2023, I expanded my international experience by designing a collection for Samo Collection Inc, a Canada-based fashion brand founded by an Iranian entrepreneur.

Together, these projects have allowed me to work across fashion, jewelry, eyewear, and accessories, bringing design and styling into a broader creative practice.



CREATIVE PRACTICE BEYOND FASHION

Pottery___

My creative interests extend beyond fashion. I have explored pottery, working directly with clay and developing a deeper appreciation for form, material, and the process of making by hand.





Yoga ___

I am also a **yoga instructor**, a practice that has strengthened my awareness of the body, movement, and balance. Both experiences have influenced the way I observe form and approach creativity, offering perspectives that naturally complement my work in fashion.





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