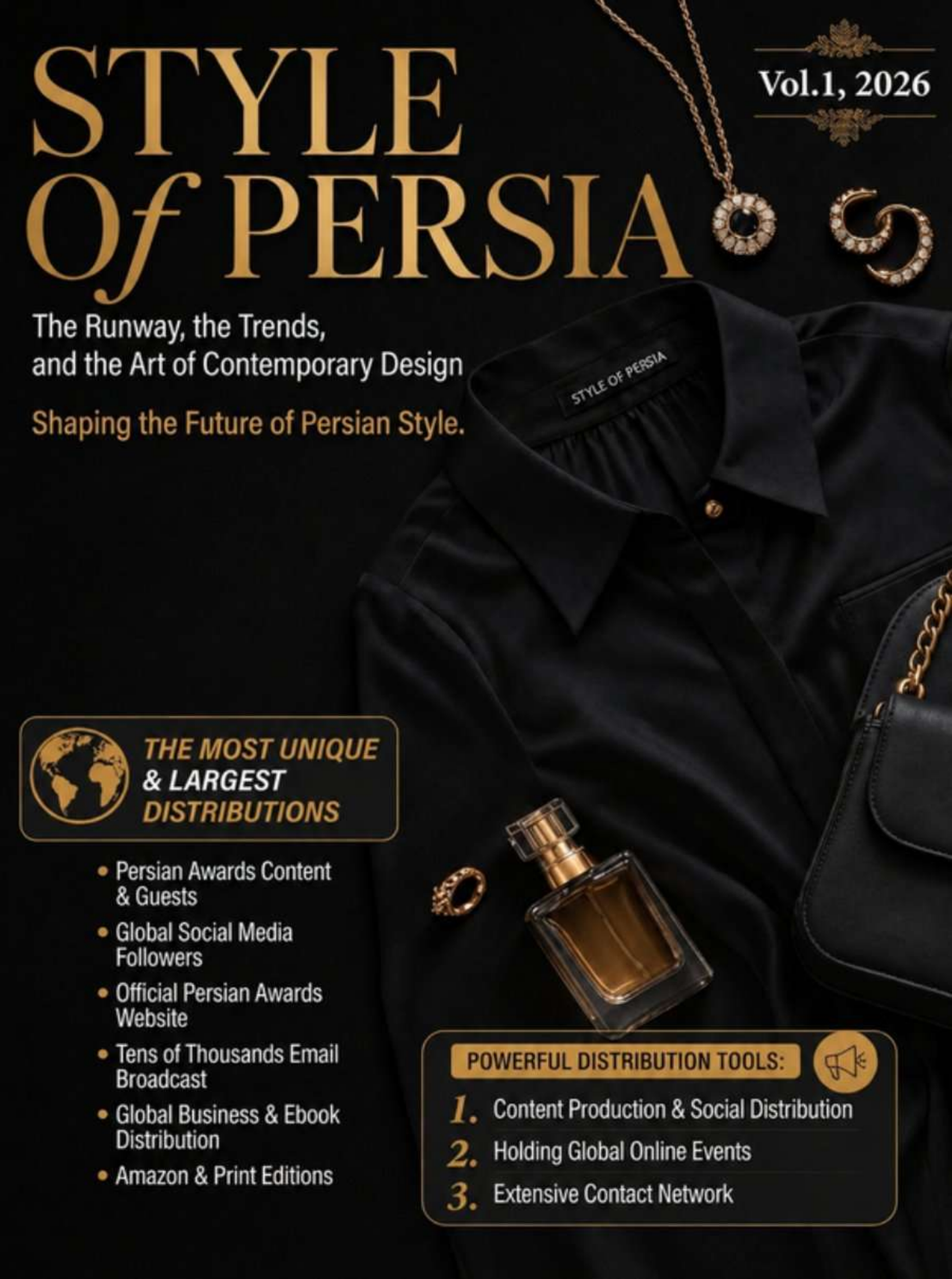
STYLE of PERSIA

Vol.1, 2026

The Runway, the Trends,
and the Art of Contemporary Design

Shaping the Future of Persian Style.



THE MOST UNIQUE & LARGEST DISTRIBUTIONS

- Persian Awards Content & Guests
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TAILORED FOR YOUR LIFESTYLE

THE COLLECTION RUNWAY



SPOTLIGHT: CAPS & ACCESSORIES



FITOSHAPE

HAND-STUDDED DENIM CAP

COMFORT FIT

ICONIC DESIGN

EVENING & LOUNGEWEAR



• KEY PRODUCT SEGMENTS •

(FITOSHAPE by FITOLINI)



(LIFESTYLE RUNWAY)



(AFTER-HOURS LOUNGE)



(PREMIUM CAPS)



(FITOSHAPE by FITOLINI)

(LIFESTYLE RUNWAY)

(AFTER-HOURS LOUNGE)

(PREMIUM CAPS)

DESIGNED FOR EVERY BODY

QUALITY THAT LASTS

COMFORT THAT MOVES

SUSTAINABILITY MATTERS

STYLE OF PERSIA
2026

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Persian Awards®

STYLE OF PERSIA

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STYLE OF PERSIA
FASHION · HERITAGE · INNOVATION
Shaping the Future of Persian Style
MODERN HERITAGE
TIMELESS ELEGANCE
BOLD CREATIVITY

Style of Persia

Shaping the Future of Persian Style.



ABOUT

Style of Persia is the official magazine of Persian Awards—an international platform dedicated to celebrating Persian excellence. Through inspiring editorials, exclusive interviews, fashion, art, culture, and creative storytelling, we showcase the people and ideas shaping the future of Persian style.

PERSIAN AWARDS

Persian Awards is an international platform founded to discover, recognize, support, and promote exceptional Persian talents across fashion, art, culture, business, media, entrepreneurship, and the creative industries. By creating meaningful opportunities and global connections, we empower Persian excellence to reach the international stage.

THE LAUNCH OF PERSIAN FASHION

The launch of Persian Fashion marks a defining moment in our journey. Introduced through an exclusive fashion show and the premiere edition of Style of Persia Magazine, it represents a new movement dedicated to presenting Persian creativity, identity, and innovation to the world.

OUR PURPOSE

To celebrate Persian excellence, inspire future generations, and build a global network where creativity, culture, and opportunity come together.

OUR VISION

To become the world's leading platform for Persian excellence and the driving force shaping the future of Persian style.

BE PART OF THE MOVEMENT

Together we are creating a global community that celebrates Persian identity, empowers creative voices, and opens new opportunities for generations to come.

"Recognizing Excellence. Inspiring the Future. Connecting Persia to the World."

A GLOBAL INITIATIVE BY PERSIAN AWARDS

PERSIAN AWARDS
Recognizing Excellence.
Connecting the World.

PERSIAN FASHION
Where Persian Creativity
Meets the World.

Style of Persia
The Official Magazine of
Persian Awards

Trend Spotlight

STYLE OF PERSIA

Where heritage inspires innovation, and style becomes a language of identity.

A quiet revolution is unfolding in fashion. A new generation of designers is rewriting the visual language of Persia—not by recreating the past, but by transforming its deepest codes into something unmistakably contemporary.

Traditional textiles, architectural geometry, age-old patterns, and the lyrical cadence of Persian poetry are no longer museum pieces. They are living material: reimagined through modern silhouettes, unexpected proportions, and a global sensibility. The result is neither costume nor nostalgia. It is a refined, personal aesthetic that feels both timeless and urgently of the moment.

«The future of fashion is rooted in heritage.»

From the intricate geometry of historic façades to the fluid drape of ancient weaves, these designers draw freely across centuries. Their collections speak in a dual tongue —honoring craftsmanship while refusing to be confined by it. Identity is explored through the hand of the artisan, the eye of the photographer, the precision of the stylist, and the quiet power of storytelling.



Around this movement a vibrant community has formed: designers, models, photographers, makeup artists, artisans, and collaborators who treat fashion as more than clothing. For them, garments become a language—one in which heritage and contemporary creativity exist side by side, neither dominating the other.

In an era that prizes individuality and meaning, Style of Persia offers something rare: a perspective that is culturally specific yet universally resonant. It does not simply reflect where we come from. It invites us to imagine where we might go.

Because the most compelling fashion never merely looks backward. It carries the past forward —transformed, elevated, and newly alive.

Creative Vision

The People Behind Style of Persia

Creative Team Member
Passion. Precision. Purpose.

Behind every successful fashion story is a team driven by creativity, precision, and passion. Style of Persia is more than a magazine—it is a collaborative space where designers, stylists, photographers, makeup artists, and storytellers work together to transform ideas into compelling visual narratives.
Every detail, from selecting fabrics and styling each look to lighting, photography, and final presentation, reflects a commitment to excellence. The creative team believes that fashion is not only about clothing, but also about storytelling, identity, and artistic expression.
At Style of Persia, every feature is developed with respect for cultural heritage while embracing contemporary design. This unique balance creates a visual language that is both timeless and relevant, allowing creativity rooted in Persian culture to reach audiences beyond borders.
The strength of Style of Persia lies in its people. Their dedication, innovation, and shared vision continue to shape a platform where emerging talent can grow, collaborate, and inspire the future of fashion.



Fashion is the art of expressing who we are without saying a word.



RUNWAY RECAP

A CELEBRATION OF CREATIVITY & HERITAGE

The Persian Awards Fashion Show brought together visionary designers, emerging talent, and cultural storytellers from across the Persian community. More than a runway, it was a tribute to artistic expression, identity, and timeless elegance.

OUR RUNWAY

Where tradition meets innovation and every collection tells a story.

OUR COMMUNITY

Uniting designers, artists, models, and creatives to inspire, empower, and elevate Persian fashion worldwide.

OUR PURPOSE

To celebrate culture, encourage creativity, and shape the future of fashion together.

> *"Fashion is our expression. Culture is our pride. Together, we shine."*

FASHION ON A BUDGET

Hair Looks to Love

Style of Persia

...Style is more about smart choices than spending more. This season, Style of Persia celebrates essentials and hair looks that elevate your everyday appearance.

Style is more about smart choices than spending more. This season, Style of Fashion Magazine celebrates affordable essentials and effortless hair looks that elevate your everyday appearance.

Focus on timeless pieces, versatile layers, and quality accessories. Pair them with clean silhouettes and subtle details for a polished look that works anywhere.

> "Affordable Fashion Finds You'll Love"

A good style is not about labels, it's about how you wear it. Confidence is always the best accessory.

Hair plays a powerful role in completing your look. From natural textures to soft waves and sleek styles, these versatile looks are easy to achieve and perfect for any occasion.

Healthy hair, minimal effort, maximum impact.
Because beauty is in the details.

Trending colors:

- Cinnamon chestnut
- Dark chocolate with auburn lowlights
- Hazelnut balayage
- Espresso black with subtle shine

Style of Persia is here to inspire, inform, inform, and empower your fashion journey with creativity, culture, and style.



Effortless & Cool



Soft & Natural



Warm & Elegant



INSIDE THE FASHION COMMUNITY

Where Creativity Meets Connection

Style of Persia is more than a publication—it is a meeting point for designers, models, photographers, makeup artists, stylists, and fashion enthusiasts who share one vision: celebrating creativity and elevating Persian fashion on an international stage.

Beyond the runway, the strongest moments happen through conversation, collaboration, and shared inspiration. Backstage meetings, creative discussions, and spontaneous exchanges often become the beginning of future collections, campaigns, and artistic partnerships.

Each event creates an opportunity for emerging talents to stand beside established professionals, exchange ideas, and build meaningful relationships within the fashion industry. This growing network is shaping a stronger and more connected Persian fashion community.

Fashion is not only about what is worn—it is about the people who create in the stories they tell, and the community that keeps inspiring the nest generation.

"Great fashion begins with great connections."

Packing in Style

THE CAPSULE COLLECTION

A well-curated wardrobe is the key to effortless style. Our capsule collection brings together versatile pieces that transition seamlessly from day to night.

Designed for the modern lifestyle, each piece is crafted with quality fabrics, timeless silhouettes, and thoughtful details that elevate your everyday look.

THE CAPSULE EDIT

1. The Essential Blazer
2. Crisp White Shirt
3. Tailored Trousers
4. Denim with Attitude
5. The Little Black Dress
6. Statement Outerwear
7. Minimal Accessories
8. Elevated Footwear

> *"Mix, match, and make it your own—because style isn't just what you wear, it's how you live."*















The New Era of Style

An Invitation from Persian Fashion

Beyond the spotlight of the runway, we are building a specialized global network—a membership club where visionary designers, master makeup artists, elite models, and creative minds unite. This is an open invitation to global creators, industry professionals, and connoisseurs of luxury to join our movement. Together, we are reshaping the future of Persian fashion, bridging the elegance of our history with the bold aesthetics of tomorrow.

Fashion is not merely about the garments we wear; it is a movement, a living canvas of identity, and a profound expression of culture. Persian.Fashion emerges as a premier destination under the umbrella of The Persian Awards®, dedicated to elevating and professionalizing the presentation of Persian style, textile art, and modeling on the global stage.











About The Persian Awards®

The Horizon of Excellence

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Persian Awards®

The Persian Awards® is an independent, technology-driven international platform dedicated to recognizing, connecting, and celebrating outstanding achievements within the global Iranian community. By fostering global networks and empowering future generations, the platform bridges heritage with modern innovation across diverse fields—from science and business to cinema, arts, and fashion.

Key Pillars of the Ecosystem:

* The Awards Program: Honoring trailblazers, including the *Persian Man & Woman of the Year* and
* Most Influential Figures*, through a transparent, global public nomination and judging process.

* "Iran" International Festival: A month-long annual celebration (March 1 – April 1) showcasing the rich traditions, ethnic arts, and cultural legacy of Iran worldwide during the Nowruz season.
* The Film Festival & Specialized Academies: Expanding global cultural dialogue through international film screenings, multimedia heritage collections, and professional networking clubs*"Connecting, empowering, and celebrating excellence across generations."*



One Community; Endless Opportunities.

The specialized clubs and associations of Persian Awards® form a dynamic ecosystem where business, fashion, media, culture, and knowledge come together.

By connecting professionals, creators, entrepreneurs, academics, and leaders from around the world, these communities create opportunities for learning, collaboration, recognition, and growth.

Together, they represent a shared vision: empowering individuals, strengthening global connections, and celebrating excellence across every field.

Where talent connects. Where ideas flourish. Where communities thrive.



Persian Fashion Alliance (Club)

Connecting Creativity with Global Opportunity

Fashion Club of Persian Awards® is a professional platform created to connect designers, stylists, models, photographers, fashion entrepreneurs, and industry professionals within a dynamic international network.

The club provides members with opportunities to expand their professional visibility, participate in educational programs, connect with global experts, and engage in collaborative projects that celebrate creativity and innovation.

Key Benefits
- International networking opportunities
- Educational workshops and masterclasses
- Personal branding and media exposure
- Access to industry experts and mentors
- Participation in fashion events and showcases



Mission
To empower fashion professionals through education, networking, recognition, and international collaboration.
Vision
To become a leading global community for Persian fashion talent and creative excellence.

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Persian Awards®

Persian Awards®

INDEPENDENT CULTURAL & COMMUNITY PLATFORM



OUR MISSION

- Education
- Dialogue
- Meaningful Collaboration

BEYOND AWARDS

Every event is the beginning of new relationships.

OUR AMBITION

- → Universities
- → Charities
- → Public Institutions
- → Businesses
- → Cultural Organisations

WE WELCOME COLLABORATION ACROSS CULTURES, DISCIPLINES & COMMUNITIES

"Diversity of experience strengthens understanding, encourages innovation, and builds inclusive & sustainable partnerships."

CREATING LASTING VALUE FOR SOCIETY
THROUGH SHARED KNOWLEDGE AND RESPECTED PERSPECTIVES.

PERSIAN FASHION

THROUGH THE AGES

A Timeless Blend of Culture, Art & Elegance

ACHAMENID EMPIRE
(550–330 BCE)



Elegant and dignified. Women wore draped garments with fine jewelry. Men wore tunics and trousers, often adorned with rich patterns and royal symbols.

SASSANIAN EMPIRE
(224–651 CE)



Luxurious fabrics, intricate embroidery, and royal grandeur defined this era. Long robes, layered garments, and iconic crowns reflected status and sophistication.

ISLAMIC GOLDEN AGE
(7th–13th Century)



Graceful and modest fashion with flowing silhouettes, beautiful textiles, and influences from Persian art, poetry, and culture.

SAFAVID DYNASTY
(1501–1736)



Vibrant colors, luxurious fabrics like silk and brocade, and delicate patterns. Fashion flourished alongside art, architecture and craftsmanship.

QAJAR ERA
(1796–1925)



A blend of tradition and modernity. Layered clothing, rich textiles, and ornate patterns were popular among the elite.

Pahlavi Era
(1925–1979)



Western influence grew, yet Persian elegance remained. Tailored suits, refined dresses, and a new sense of style emerged.

CONTEMPORARY IRAN
(Modern Day)



A fusion of tradition and modern fashion. Creativity, individuality, and cultural identity continue to inspire Persian style worldwide.

TIMELESS HERITAGE
FOREVER IN FASHION



From ancient empires to today, Persian fashion is a reflection of art, culture, and the enduring beauty of a timeless heritage.

PERSIAN FASHION IS NOT JUST ABOUT CLOTHES;
IT IS A STORY OF CIVILIZATION, ART, AND IDENTITY.

Narrating Authenticity: The History of Fashion in Iran

From the Splendor of Ancient Empires to Modernization and the Digital Age



Narrating Authenticity: The History of Fashion in Iran

From the Splendor of Ancient Empires to Modernization and the Digital Age

Introduction: Clothing as a True Mirror of Culture

Fashion is far more than a mere daily choice of clothing; it stands as one of the primary cultural, social, and political expressions of any society. Boasting a rich history and a millennia-old heritage, Iran has undergone profound and fascinating transformations in the style of its people's attire. From the glorious eras of ancient empires—where clothing was a definitive symbol of social status, authenticity, and power—to the modern era, where globalization, social networks, and technology have reshaped the landscape, Iranian fashion has perpetually maintained its dynamism. Exploring this historical trajectory allows us to understand the vital role of attire in shaping Iranian identity and its cultural dialogues with the world.

Attire in Antiquity: The Manifestation of Grandeur and Social Status

Ancient Iran, the cradle of diverse civilizations and cultures, possessed an incredibly rich, highly detailed, and luxurious sartorial heritage. During the Achaemenid Empire, garments served as a key tool for displaying social hierarchy and rank. These outfits were often crafted from legendary Nisayan silks and gold-woven fabrics, dyed in regal purples, and adorned with magnificent embellishments. Tall Achaemenid men and noblewomen donned long, sweeping cloaks cinched by delicate, jewel-encrusted belts. Ornate crowns, distinct felt caps, and gold-wrought jewelry were widely favored among the aristocracy, projecting the sheer wealth and authority of the empire.



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With the rise of the Sasanian Dynasty, a monumental revolution swept through Iran's textile industry. Sasanian gold-woven brocades and fine silks reached such an unparalleled pinnacle of quality and beauty that they were exported globally, earning immense fame in both the Roman Empire and Imperial China. During this era, clothing became a pure embodiment of Iranian art and culture. Intricate animal motifs (such as the Simurgh and royal falcon), delicate floral patterns, and complex geometric shapes woven into fabrics reflected the peerless creativity of Persian artisans. Women often wore exquisite, sweeping veils adorned with rich detailing, while men sported capes and headwear with highly unique designs. Attire in ancient Iran was never just a functional necessity; it was a powerful medium for expressing identity, faith, and culture.

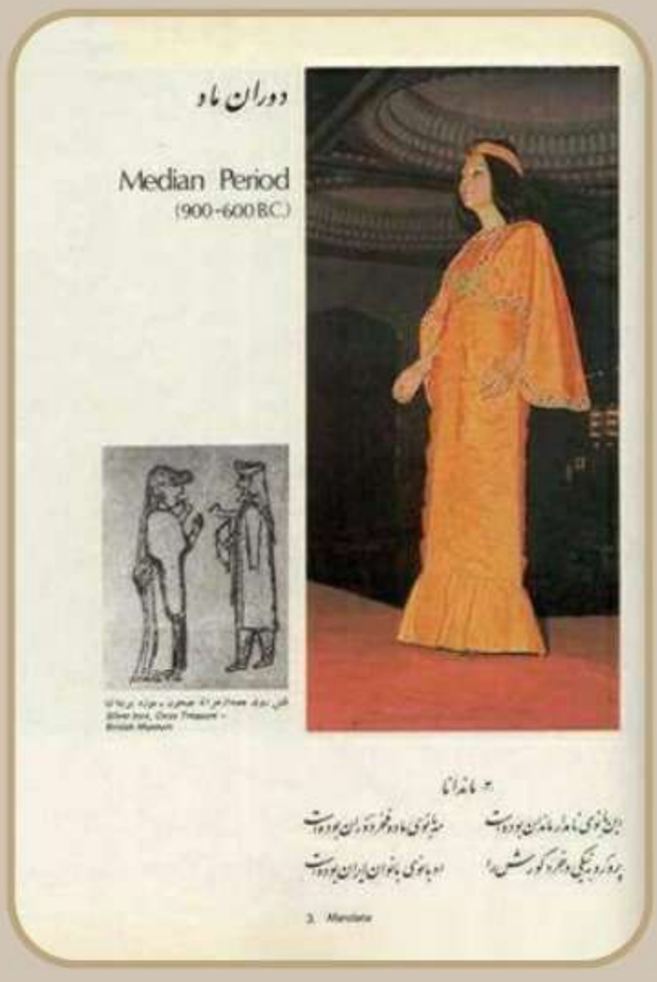


Key Research Insight: Attire on the Iranian plateau has historically been a masterful fusion of beauty, dignity, functionality, and comfort. Archaeological records consistently demonstrate that authenticity and elegance have always been the paramount priorities for Iranians.



1. Ancient Iranian Attire (Achaemenid & Sasanian Eras)
Caption: A detailed relief from Persepolis depicting the majestic, pleated robes and formal attire of ancient Persia, showcasing the intricate craftsmanship and social status associated with clothing during the Achaemenid Empire.







Mede Period (c. 615–549 BCE)
Reconstruction of a Median noblewoman's dress based on the silver box discovered in the Oxus Treasure, now housed in the British Museum.



Parthian Period (c. 247 BCE – 224 CE)
Reconstruction of Parthian-era dress from Hatra, based on a figurine preserved in the Baghdad Museum.



Achaemenid Period (550–330 BCE)
Reconstruction of a noblewoman based on an Achaemenid-era tapestry from Pazyryk, currently held in the Hermitage Museum in St. Petersburg.

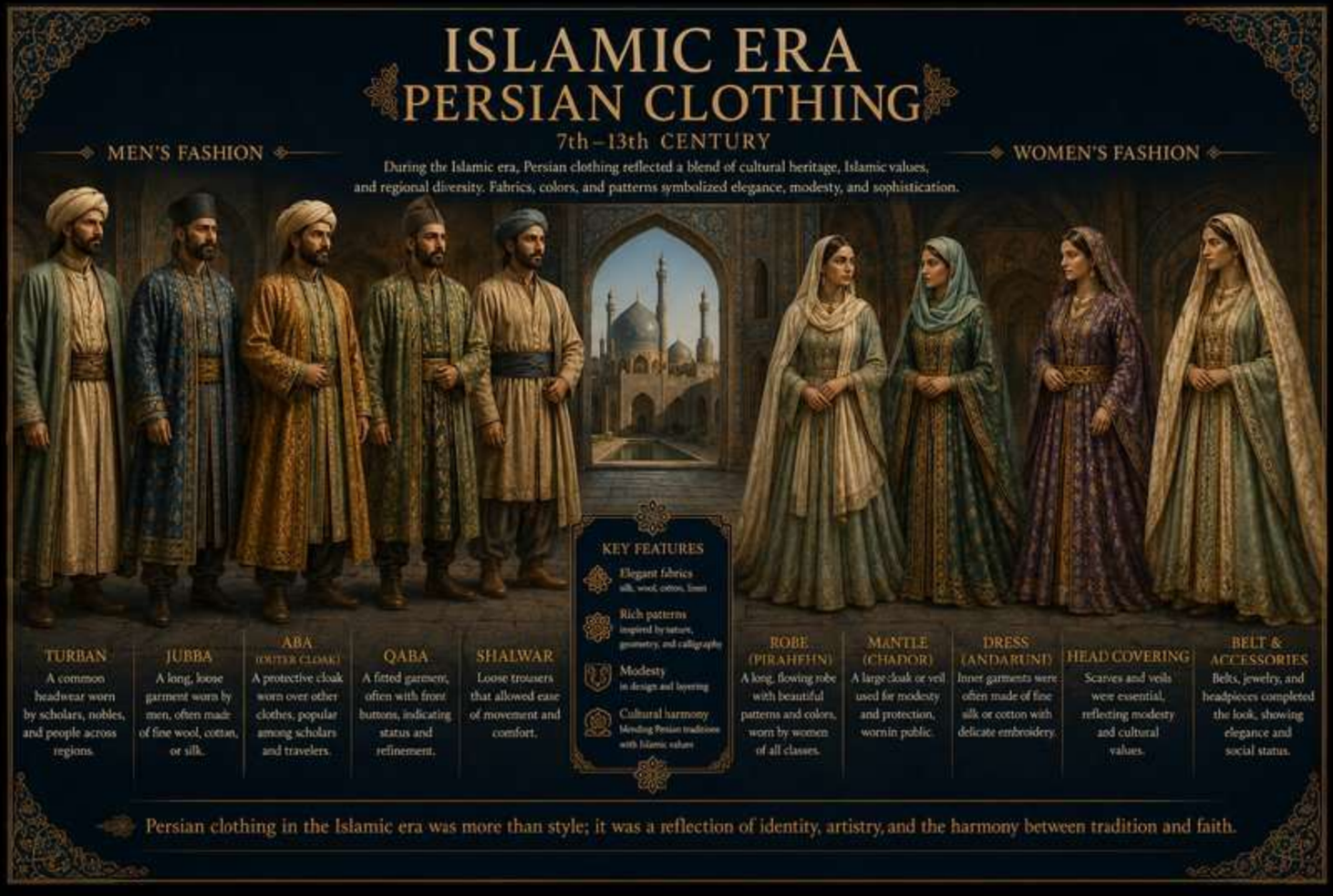




Sassanian Period (224–651 CE)
Depiction of a Sassanian queen based on a silver plate housed in the Walters Art Museum in Baltimore.

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The Advent of Islam: The Creative Fusion of Persian Art with New Values

The arrival of Islam in Iran introduced fundamental and structural changes to the style of dress. Concepts such as modesty, simplicity, and the hijab became central pillars of both male and female attire, gradually replacing the extravagant, flamboyant robes of the ancient courts with looser, more concealing garments. However, the artistic brilliance of Iranians was never extinguished; instead, it found a new canvas within these emerging values. While the chador, aba, and face veils became standard elements, traditional hand-embroidery, intricate needlework, and delicate Persian stitching remained vibrantly alive.

During the Abbasid Caliphate, when Persian cultural influence reached its zenith within the ruling courts, Iran emerged as a premier hub for producing luxury textiles across the Islamic world. Exquisite silk fabrics woven with arabesque motifs, calligraphy, and natural dyes transformed the garments of this era into stunning examples of Islamic-Iranian fashion. Centuries later, the Safavid Dynasty witnessed a breathtaking harmony of Iranian art and Islamic spirituality. Aristocratic women wore luxurious silk veils and garments featuring delicate miniature-painting designs, while men favored long, plush qatifah (velvet) cloaks and opulent turbans. This period represents one of the historical peaks where art, textile craftsmanship, and religion coalesced beautifully in Iranian dress.







2. The Qajar Era (The Fusion of Tradition and Early Western Influence)
A historical photograph from the Qajar royal court, illustrating the unique blend of traditional Persian garments with European-inspired trends, such as the short flared skirts (shaliteh) and structured jackets.





Narrating Authenticity: The History of Fashion in Iran

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The Qajar Era: The Dawn of Western Dialogue and Early European Trends

The Qajar period marked the beginning of modern shifts in Iranian dress, driven by an increasing interaction with Western culture and fashion. Qajar monarchs, most notably Naser al-Din Shah, became deeply enamored with European fashion during their travels to Western courts. Upon their return, they introduced distinct Westernized elements to the royal harem and the aristocracy. Influenced by European ballet costumes, noblewomen began pairing traditional delicate tunics (arkhalegh) and silk headscarves with short, voluminous flared skirts (shaliteh) and small decorative caps, creating a surreal blend of traditional and continental styles.

Concurrently, men gradually set aside their traditional long robes (qaba) and cloaks in favor of European-style suits, vests, and polished leather shoes. The European frock coat and the brimless fez or faoo hats became staples among the elite. These changes eventually trickled down from the royal court to the urban middle class and merchants. Nonetheless, this new Westernized fashion structure faced substantial resistance in deeply religious cities and rural regions, where the vast majority of the population remained fiercely loyal to their traditional, local ethnic costumes.

Narrating Authenticity: The History of Fashion in Iran

From the Splendor of Ancient Empires to Modernization and the Digital Age

Fashion Dynamics in the First Pahlavi Era: Mandatory Modernization

With the ascension of Reza Shah Pahlavi, sweeping modernization policies and social reforms modeled after Atatürk's Turkey and Western nations were strictly implemented, dramatically altering the nation's dress code. One of the most monumental and fiercely debated acts of this era was the mandatory unveiling decree (Kashf-e Hijab) in January 1936, which legally banned women from wearing the chador, headscarves, or any traditional veils in public spaces. This policy aimed to rapidly modernize society and align Iran's visual identity with the West. Consequently, traditional garments were replaced by tailored manteaus, formal Western skirts and suits, long French dresses, and European brimmed hats.

Men were equally mandated to wear standardized uniforms consisting of Western suits, pointed leather shoes, and international hats like the Chapeau (or the earlier Pahlavi hat). Initially, these structural changes met with fierce social and religious resistance from the masses, who viewed these garments as a direct violation of their long-standing beliefs, culture, and ancient customs. However, in major cosmopolitan hubs like Tehran, Isfahan, and Shiraz, the new dress code was gradually institutionalized, and European fashion spread rapidly among the educated, middle, and upper-middle classes, giving rise to a profound cultural duality between tradition and modernity.



Narrating Authenticity:
The History of Fashion in Iran

From the Splendor of Ancient Empires to Modernization and the Digital Age



Narrating Authenticity: The History of Fashion in Iran

From the Splendor of Ancient Empires to Modernization and the Digital Age

The Second Pahlavi Era: Iran's Fashion Boom

During the reign of Mohammad Reza Shah Pahlavi, Western fashion became deeply integrated into urban Iranian life. Women embraced contemporary European and American styles, while luxury brands, fashion magazines, boutiques, and runway shows flourished in Tehran. Iranian designers creatively fused Western tailoring with Persian artistic traditions, helping establish Tehran as a leading fashion hub in the Middle East. Despite these changes, traditional and religious communities continued to preserve modest dress and the chador, reflecting the era's cultural diversity.



Narrating Authenticity: The History of Fashion in Iran

From the Splendor of Ancient Empires to Modernization and the Digital Age

The Islamic Revolution: A Shift in Attire and Return to Ideological Values

Following the triumph of the Islamic Revolution in 1979, Iran's cultural and social policies experienced a complete 180-degree turn, entirely reconstructing the fashion and textile landscape. One of the foundational mandates of the new governance was the institutionalization of the mandatory Islamic hijab for all women in public spaces. During this transformative era, the black chador, loose-fitting, floor-length, oversized manteaus equipped with prominent shoulder pads, and long, dark-hued head coverings (maghnaeh in shades of black, navy, and brown) became the standardized public attire for women. Short garments, form-fitting silhouettes, and vibrant, loud colors were completely phased out of the public square.

Men's style underwent an equally sharp transformation. Neckties and bowties were sidelined as symbols of Westernization, replaced instead by simple, dark-toned suits, olive or khaki utility jackets, and collarless band-collar shirts (often called the diplomat collar). The commercial luxury fashion culture of the Pahlavi era came to a halt, and garment design was reframed strictly around religious values, wartime solidarity, and national identity. However, as the post-war reconstruction era commenced, the domestic apparel industry slowly began adapting to the desires of a new generation, reintroducing subtle color variations and relaxed cuts within the boundaries of modest attire.



Narrating Authenticity: The History of Fashion in Iran

From the Splendor of Ancient Empires to Modernization and the Digital Age

The 1990s and 2000s: The Return of Variety and Modern Urban Identity

As Iran entered the 1990s (the 1370s of the Solar Hijri calendar), a period of post-war reconstruction and cultural opening paved the way for a more colorful and varied approach to dress. This marked the dawn of a post-revolutionary fashion evolution. Domestic designers and manufacturers successfully introduced fresh manteau silhouettes, such as the batwing cut, shorter structured coats, and lightweight cotton shawls and scarves rendered in bright, cheerful color palettes.

The 2000s (1380s SH) can be defined as the definitive era when a distinct modern urban identity solidified among young Iranians. Casual aesthetics dominated this decade, characterized by skinny jeans, short cropped manteaus, and narrow, stylized shawls. The youth showed an immense appetite for informal, contemporary street styles, giving rise to an unprecedented "boutique culture" and a boom in modern retail malls. The proliferation of satellite television and the early internet successfully reconnected Iranian youth directly with global fashion movements and subcultures.



Narrating Authenticity: The History of Fashion in Iran

From the Splendor of Ancient Empires to Modernization and the Digital Age

Contemporary Fashion: The Digital Era, Bloggers, and Sustainable Persian Luxury

In recent years, Iranian fashion has achieved a highly sophisticated convergence with global trends, distinguished by one major factor: the absolute dominance of independent domestic designers. The rise of social media platforms, particularly Instagram, completely dismantled traditional supply-and-demand supply chains. Avant-garde open-front manteaus, sweeping abaya-style robes, chunky platform sneakers, and oversized denim (such as baggy and mom-fit jeans) have emerged as highly coveted street-style staples.

Another brilliant hallmark of this modern era is a passionate, creative pivot toward eco-fashion, sustainability, and the preservation of heritage crafts. A wave of independent designers operating under boutique luxury houses (known locally as "Maisons") are producing contemporary garments rooted in historical authenticity. They seamlessly incorporate ancestral techniques, such as Balochi needlework from Makran, Pateh embroidery from Kerman, and hand-woven organic textiles. Today, style influencers and fashion bloggers lead the charge in defining daily street style. Despite structural limitations, the contemporary Iranian fashion industry has carved out an incredibly dynamic, self-reliant, and highly creative path.



Narrating Authenticity: The History of Fashion in Iran

From the Splendor of Ancient Empires to Modernization and the Digital Age

Conclusion

An analysis of the evolution of fashion in Iran reveals that clothing on the Persian plateau has never been a static or lifeless element. Fashion in Iran has always been a living, breathing, and highly dynamic process of absorbing, refining, and reimagining diverse cultural threads. Armed with a majestic ancient heritage and empowered by contemporary digital tools, today's Iranian designers are successfully writing a completely unique and brilliant new chapter for Persian fashion on the global stage.





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Hurain Aliha

Arasin

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Fara Sanei

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With a strong focus on exceptional customer service and personalized styling, Borenta creates a welcoming shopping experience where every woman can discover looks that reflect confidence, beauty, and personal style. Whether refreshing a wardrobe or searching for the perfect statement piece, Borenta Boutique celebrates fashion that inspires confidence and empowers women to look and feel their best.

•Fashion • Elegance • Confidence



Borenta



Hurain Aliha

Hurain Aliha sees fashion as art that deserves to last. Born from a quiet rebellion against disposable trends, the brand returns to the roots of classic tailoring, filling the void left by true "forever pieces." True elegance, they believe, does not shout — it whispers.

For Hurain Aliha, luxury is not a price tag but a standard of excellence. Every detail is considered: the weight of the fabric, the strength of the stitch, and the timelessness of the silhouette. Drawing inspiration from heritage style and reimagining it for modern life, the brand designs not for a single season, but for a lifetime of memories. Their promise is simple: the most luxurious thing one can wear is confidence.

Hurain Aliha



Ava Amerian

is a fashion designer and Parsons School of Design graduate whose work blends cultural identity with contemporary fashion. Her designs focus on craftsmanship, fit, and meaningful storytelling. Her graduate collection, Manto, explores identity, heritage, and self-expression through the lens of the traditional Iranian manto. Ava is currently pursuing a Master's in Fashion Business and Product Development at London College of Fashion, combining creative design with industry insight.

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Behind the Scenes



Before every iconic image comes a story untold.

Behind the elegance, the glamour, and the flawless compositions lies a world of vision, artistry, and relentless dedication. Every editorial begins with an idea, shaped through collaboration, refined through craftsmanship, and brought to life by a team united by creativity and passion.

Every detail matters—the light, the texture, the movement, the silence between the moments. It is within these unseen spaces that fashion finds its true voice and imagination transforms into timeless imagery.

This is more than a behind-the-scenes glimpse; it is a celebration of the people, the process, and the pursuit of excellence that define every page of Persian Fashion.

Because true luxury is not only found in what you see—it is found in everything it takes to create it..



Nadia Parsaie
Makeup artist &
hairstylist
@nadia_stylist
Parsaie_nadia@yaho
o.com
Cellphone:+1647
7041017



Rana Farzaneh Kish
Permanent Makeup Artist & Makeup Artist with 23 years of experience in both fields.
Certified by CNTAA College, Canada.

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Niloufar Saleh Anaraki

- Professional Makeup Artist, Beauty Specialist & Face Design Expert
- Bachelor's Degree in Fine Arts – Soore University, Tehran
- Master's Degree in Makeup & Face Design – AWU University, Malaysia
- Over a decade of experience in professional makeup artistry and beauty
- Makeup educator and mentor since the age of 26
- Specialized in beauty education, face design, and natural beauty enhancement
- Passionate about empowering individuals through confidence, creativity, and artistic expression
- Dedicated to promoting a sophisticated, modern, and timeless approach to beauty

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MARYAM GHOBBEI
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Sara Nejad

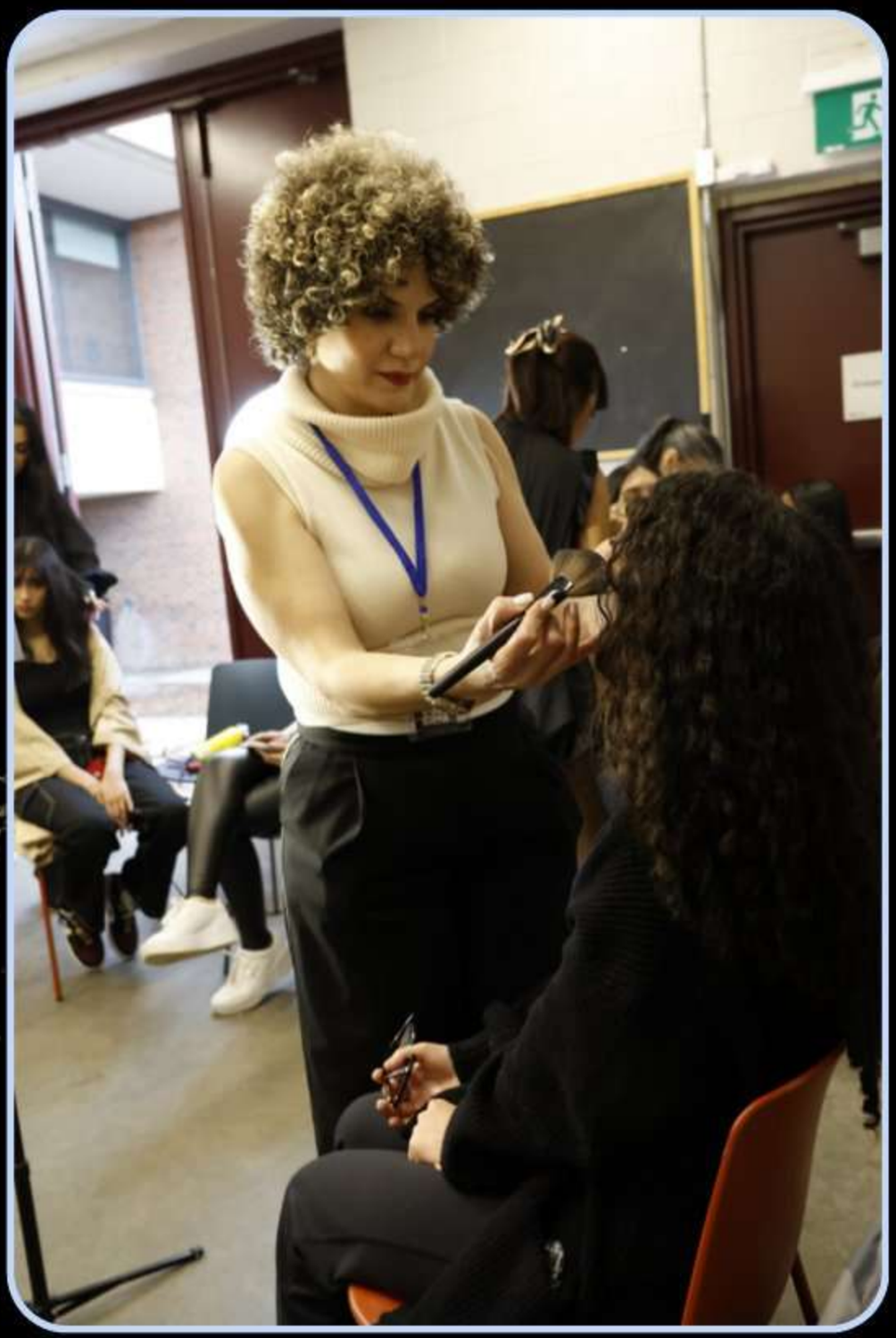
Hair Stylist | Salon Owner

With over 20 years of experience in the beauty industry, Sara Nejad has been creating beautiful, personalized hair transformations since 2003. As a professional hair stylist and salon owner, she is known for her expertise, creativity, and commitment to excellence.

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THE ELEGANCE ISSUE





THE ELEGANCE ISSUE





The Finest in Fashion



An Eye for Elegance





Fashion with Character





Elegance *Curated*







SIMPLY ELEGANT



Less Noise. More Style.



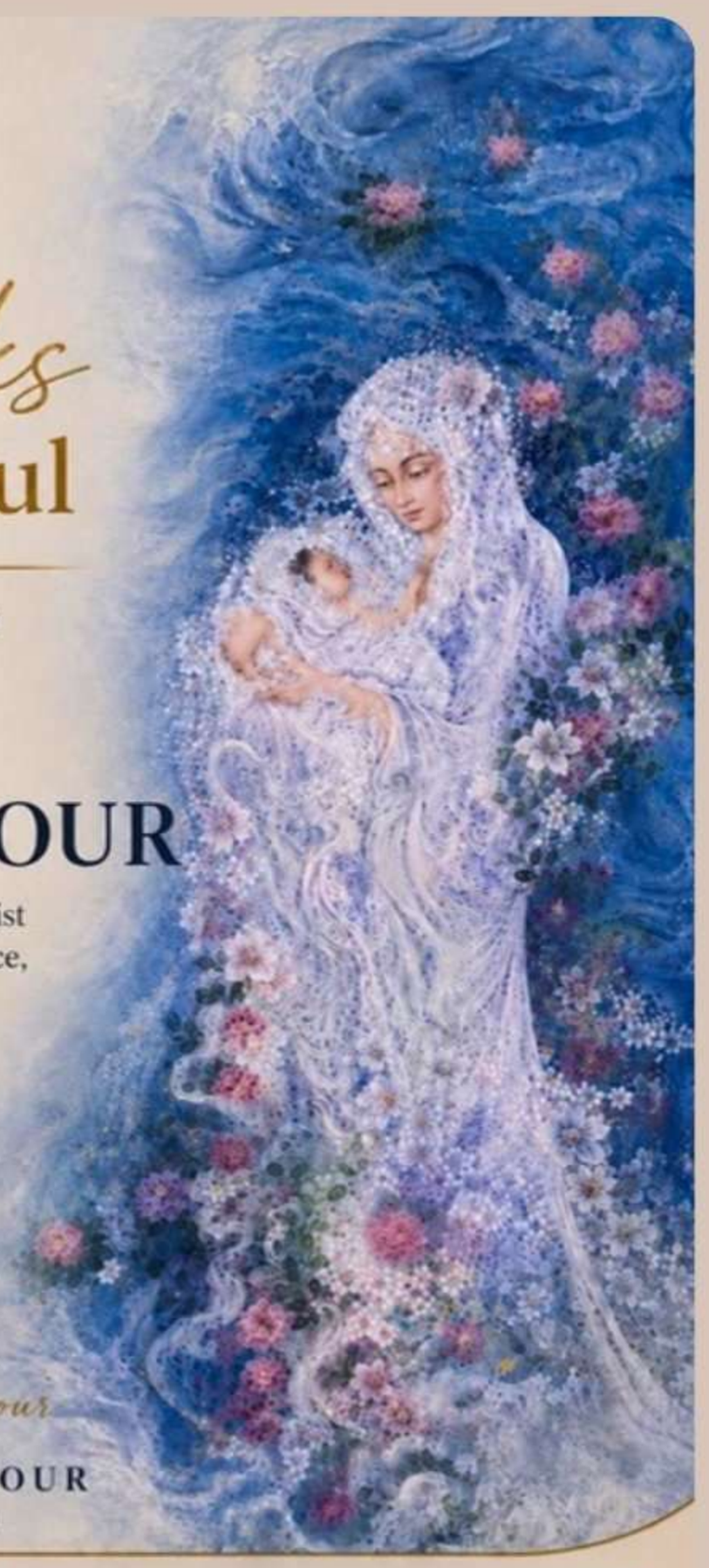
Because Style Endures





Style Is an Attitude

Art that Speaks to the Soul



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Bold Elegance



Lasting Style



Perfectly Curated



The Art of Dressing

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THE COLLECTION RUNWAY



SPOTLIGHT: CAPS & ACCESSORIES



FITOSHAPE

HAND-STUDDED DENIM CAP

COMFORT FIT

ICONIC DESIGN

EVENING & LOUNGEWEAR



• KEY PRODUCT SEGMENTS •

(FITOSHAPE by FITOLINI)



(FITOSHAPE by FITOLINI)

(LIFESTYLE RUNWAY)



(LIFESTYLE RUNWAY)

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The Luxury Issue.

Beyond the Runway



Style with Depth




The Next
Chapter
of
Style



Style Without Apology



Style Starts Here



Fashion with a Point of View



Style That Stays



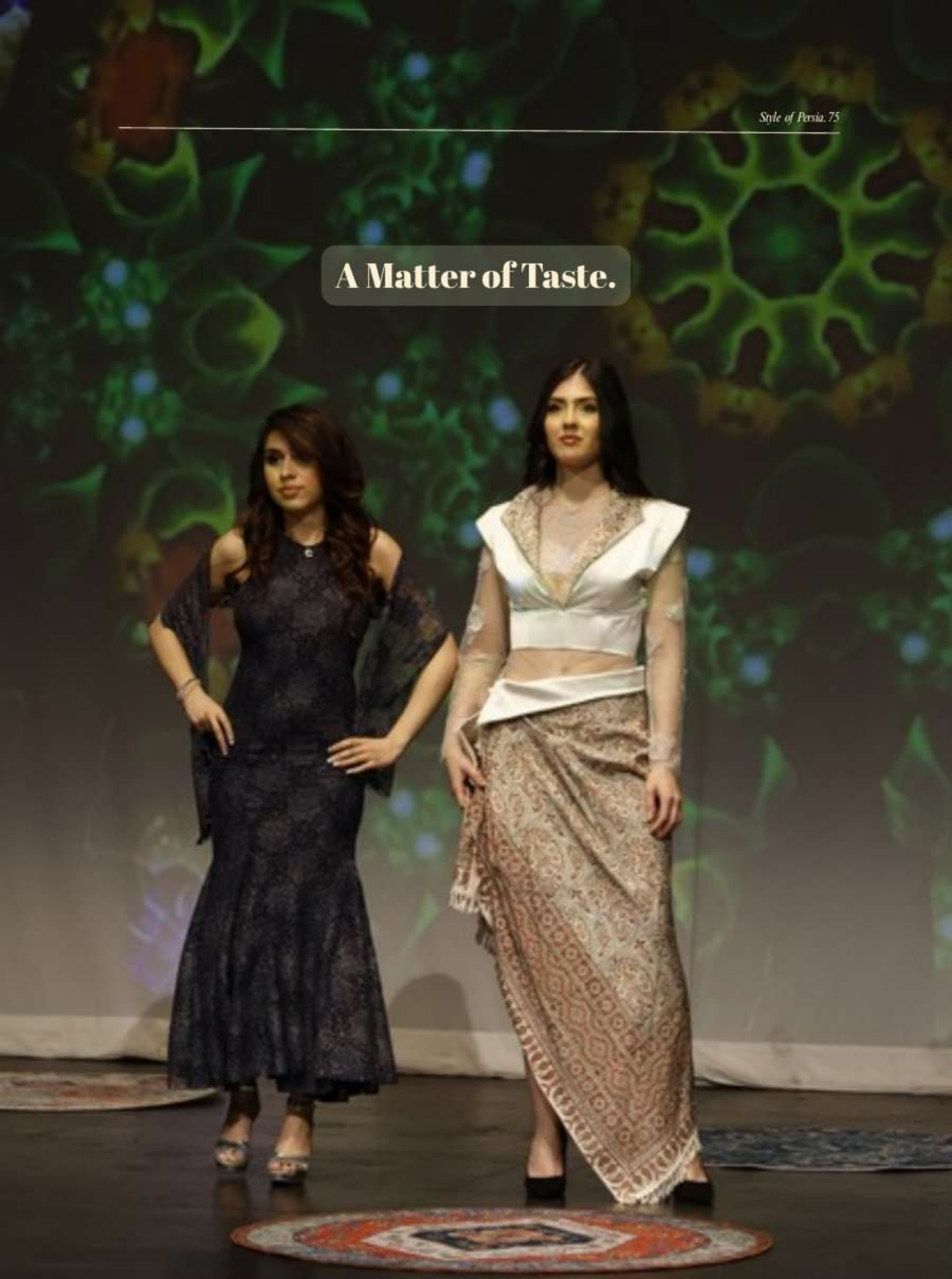
Effortlessly Iconic





The Rhythm of Style

A Matter of Taste.



The Modern Muse







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Where Style
Never Settles


Where Fashion Breathes.

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The Soul of Style




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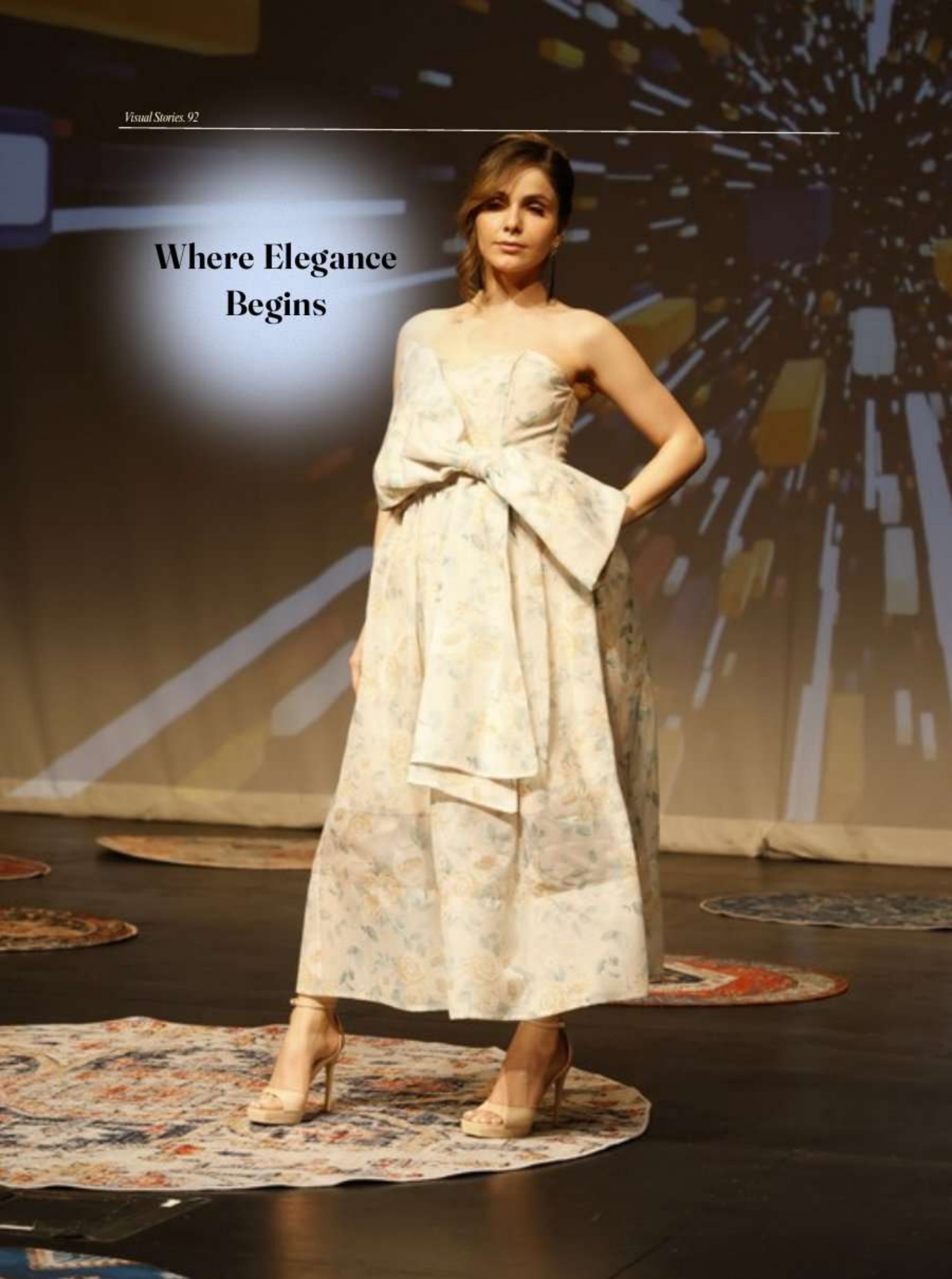


The Edit You Need

The Luxury Issue




A Different Kind
of
Beautiful.



Where Elegance Begins

Own Every Moment




The Poetry of Style



Timeless.
Modern.
Persian.




Born
to
Inspire.


Crafted for Visionaries

The Beauty of Now




Wear Your Story

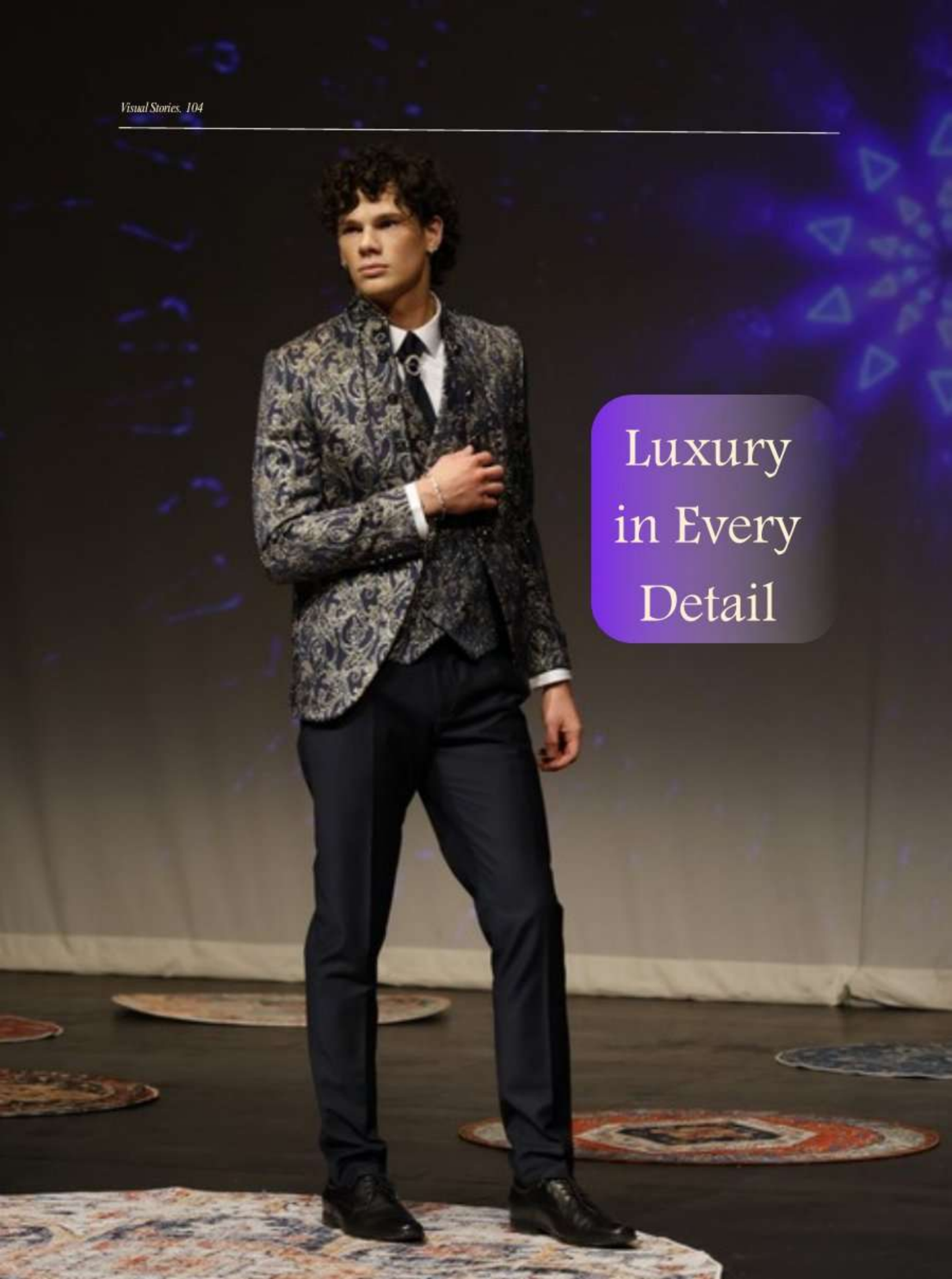

The Beauty of Becoming


Style with Intent


Dress the Moment

The Art of Standing Out




Luxury
in Every
Detail


Where Taste Begins

Fashion with Meaning



Elegance Never Rest



A Legacy of Style



Beyond Trends Beyond Fashion





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Style Is Forever




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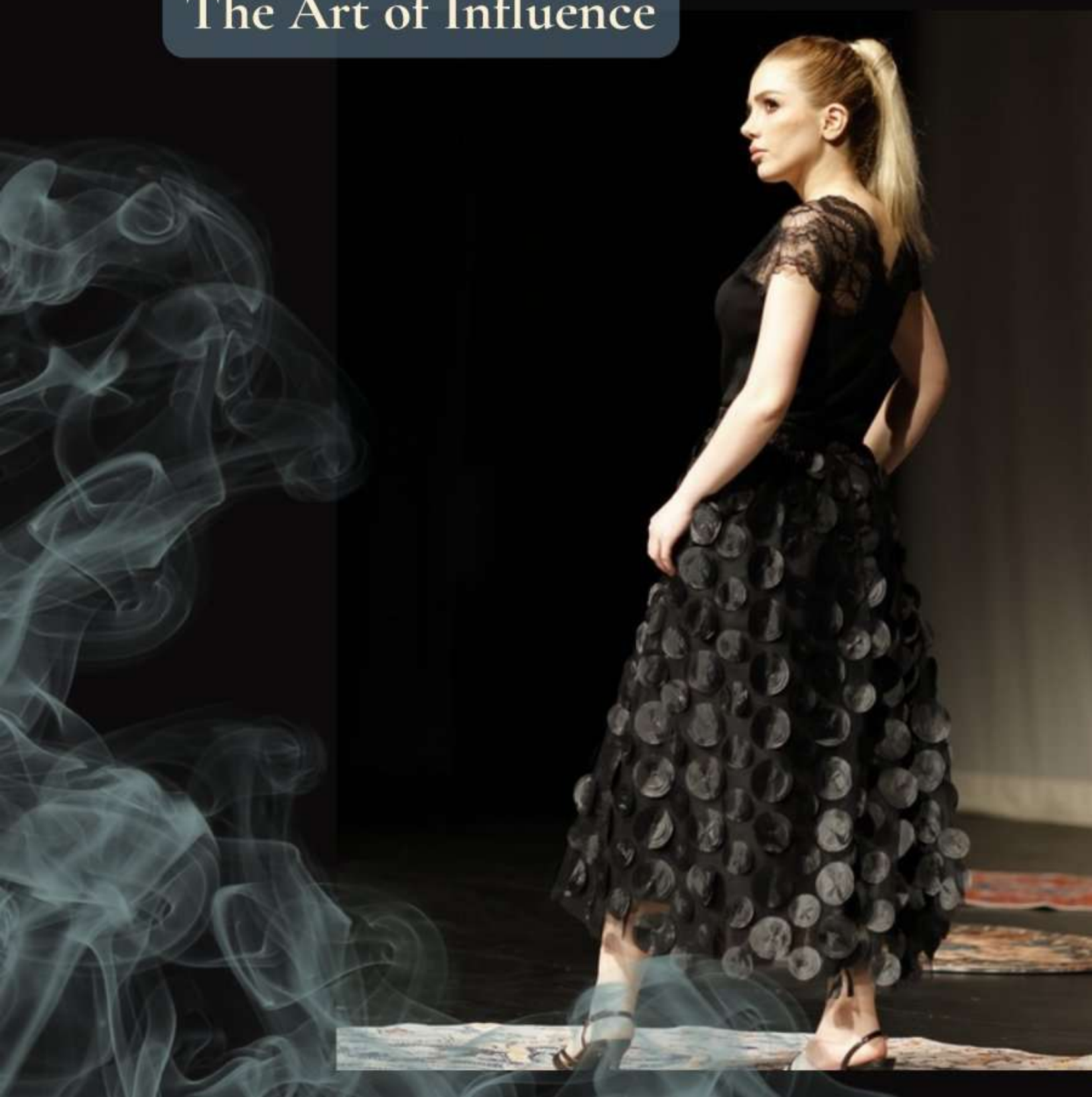

ALWAYS
IN STYLE


Discover
Your
style

The Language of Luxury



The Art of Influence



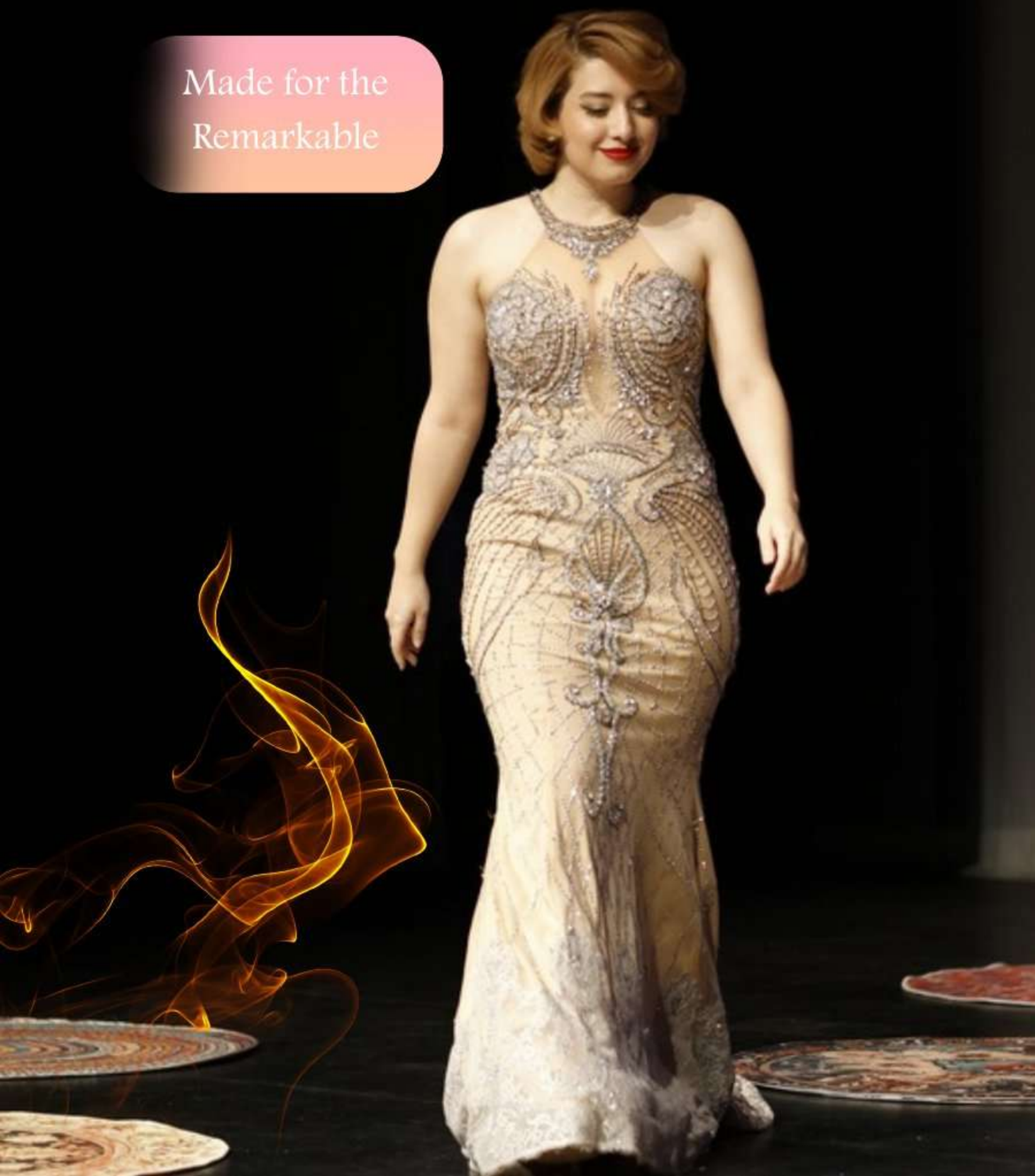


Luxury, Reimagined


FOR THOSE WHO
DRESS WITH
INTENTION



Elegance, Editorially Yours


Made for the
Remarkable





Timeless Starts Here







Style Is Forever



The Luxury Mindset



ELEVATING

EVERYDAY ELEGANCE

Always Ahead of Style



The New Face of Elegance






The Modern Style Archive


Every Edition, Exceptional


Style Is Our Language

The Art of Being Seen

Refinement in Every Page



The New Face of Elegance



The Style Collective





Pure Refinement


Beyond trends
Beyond seasons


Elegance is
the new
statement



Style with Substance


Wear the quiet power


Designed for
The Woman
Who Knows


Timeless Style
Quiet
Confidence


Soft Power
Sharp Style


Dress for
The Life You
Lead


Not louder
Just better


Subtle. Strong.
Unforgettable



Fashion with a Longer Memory


Own the moment.


Elegance never
goes out of
season



The Beauty of Editorial

Style Is the Story







The Voice of Contemporary Style



Style that lasts longer than a moment





Wear
the quiet power

The Art of Elegance









Beyond the Runway

Curating Style, Inspiring Confidence





The Luxury Issue





FASHION WITH PURPOSE





Curiosity Meets Couture







The Fine Art of Dressing





Fashion with a Point of View


Curated
Beauty

The Style Authority





Infinite Style





Bold Elegance



Own the Look





Lasting Style

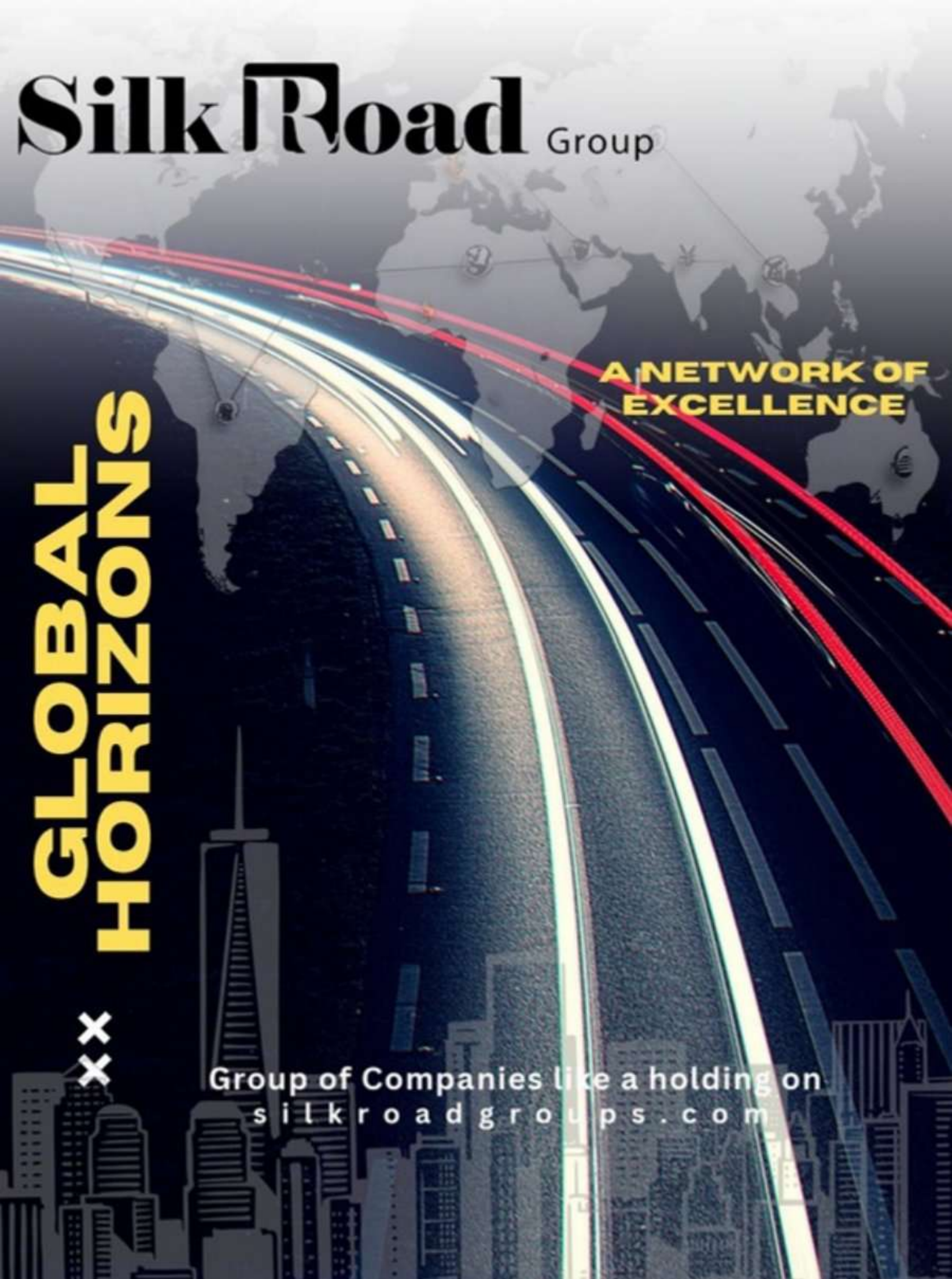




Style Unfolded




The Elegant Perspective


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Elegance Has a Voice

The Culture of Style



Persia

Where Style Evolves.



The Art of Elegance




Wear Your Vision



The Edit of the Season



Style
Beyond the Ordinary



The Measure of Modern Elegance


For the Love of Fashion


Every Detail Matters





The New Style Code

The Art of Looking Effortless




Grace, Always

Infinite Style



The Style Standard





Style Unfolded



Bold Elegance

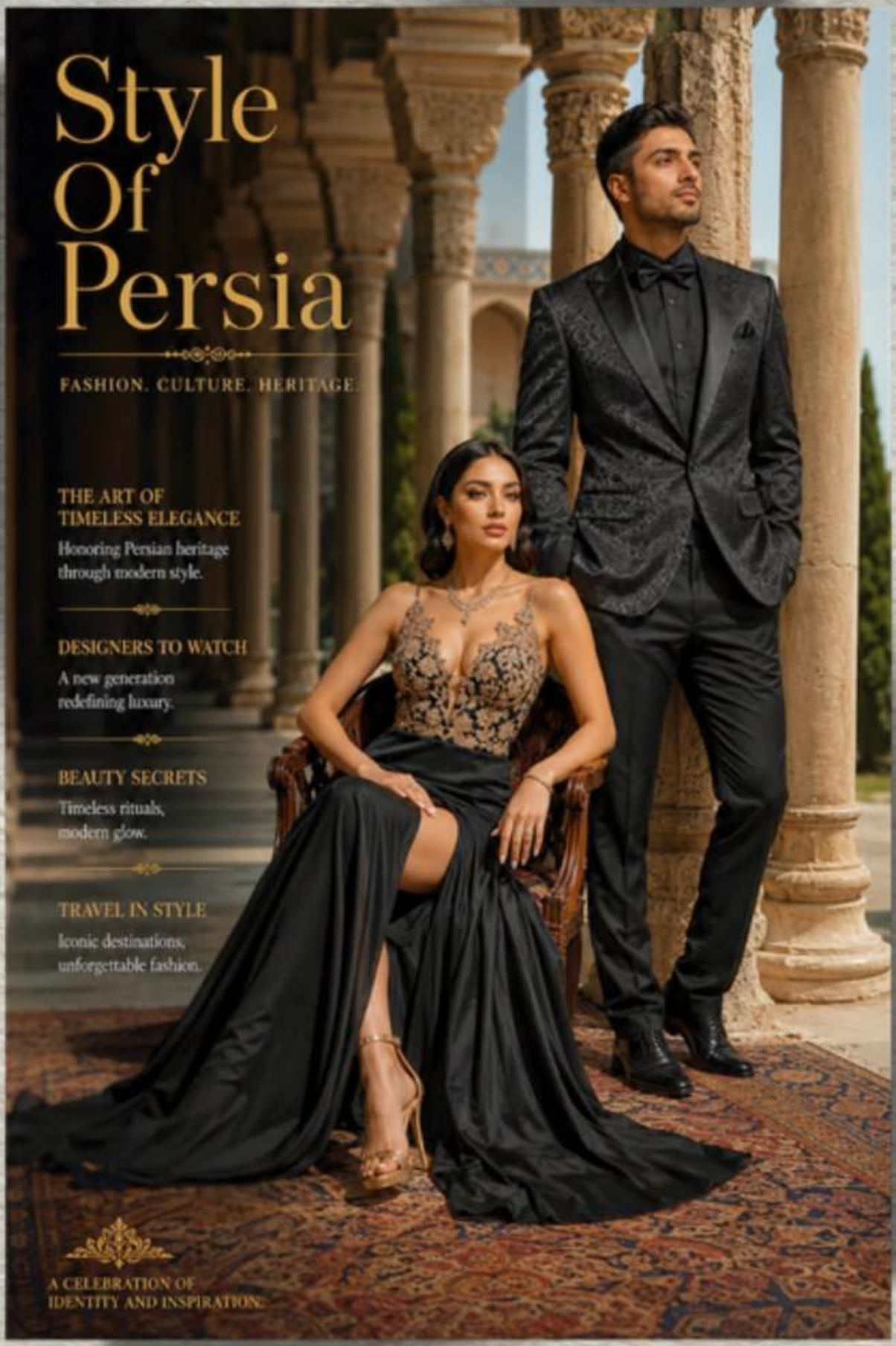


Infinite Style


Beyond Ordinary



Quiet Confidence


Style Of Persia
FASHION. CULTURE. HERITAGE.
THE ART OF TIMELESS ELEGANCE
Honoring Persian heritage through modern style.
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EVERY RUNWAY INSPIRES THE FUTURE.

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