

CV's Narges Tafi

Creative Director, Fashion Designer and Stylist, Retail and Marketing Manager

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Summery

Narges Tafi is a talented Fashion Designer with a diverse educational background and extensive experience in the industry. She completed her Master of Fashion Design: Collection and Brand from the Escuela Superior de Diseño y Ingeniería de Barcelona (UPF), Spain, in 2014, blending her inspiration from Iranian culture, architecture, and hand craftsmanship with contemporary fashion.

Narges established her eponymous label, NargesTafi in Iran, 2015, which aims to empower self-respecting women who embrace their unique identities and culture. The brand achieves this by incorporating traditional Iranian crafts and textiles into contemporary women's ready-to-wear clothing, offering opportunities to traditional textile weaving artisans, and reviving the art of ancestors. Narges Tafi is committed to sustainability, producing seasonless, genderless collections with fewer products, high-quality garments, and minimal waste. The brand supports local manufacturers in Iran, avoids imported fabrics, and upcycles leftover materials from its collections to provide job opportunities for unemployed housewives.

She has designed and produced over 15 collections of men's and women's ready-to-wear apparel, showcasing and presenting them to customers both in Iran and abroad. She has also led marketing, branding, and client service initiatives for the Narges Tafi brand. Her work has been featured in prestigious editorial photos in magazines such as L'Officiel, Vogue, Elle, Iconic Artist, Dreck, Solistice, and GQ, among others.

Narges has participated in several international fashion shows, including Tranoi Trade Show, Paris, France, March 2022, Pop-up Fashion Forward Dubai, Pitti Uomo Fashion Week, Italy, Aassttiinn Pop-Up show, Milan, Bahaa Shop, Canada, and the International Fadjr Clothing Festival in Chabahar, Iran. She was also featured in Not Just a Label Company as Black Sheep Designer and talented designer.

In addition to her creative work, Narges is a PhD Candidate at Apparel Design Program at Louisiana State University, and a Master of Business Administration (MBA) student at Kingston University of California, USA. She has also authored a research paper, "The Role of Environmentally Friendly Fabrics in the Field of Fashion and Clothing Design," published in the Research Journal of Management Review.

Narges has been recognized for her talent and hard work, winning the First Prize at the 5th Fadjr International Fashion & Clothing Festival, Iran, 2015, and the Second Prize at the Ashura Clothing Award, Iran, 2017. She has also been nominated for several awards, including the Best CGI Fashion Film 2021, Canada Fashion Film Festival, for Cyshion World - Fahan Production Company, and the Best

3D Fashion Film 2021 and 2020, London Fashion Film Festival, for Cyshion World - Fahan Production Company and Iron Effect - Fahan Production Company, respectively.

As a teacher, Narges has shared her knowledge and experience with aspiring fashion designers, teaching courses such as Basic Essentials of Fashion Collection at Modara Institute, Iran, in 2022, and Creativity in Fashion Collection at Mehrazi Institute, Iran, in 2021. She has also served as a jury member and head designer for Persian Idea Company, Iran, in 2019, and a jury member and mentor for Tehran Fashion Week Festival, Iran, in 2023.

Narges is a member of several fashion organizations, including Fashion Group International (FGI), Not Just a Label, and the Iranian Textile and Clothing Designers Association. She is proficient in fashion design and sketching, brand development and conceptualization, trend research and analysis

EDUCATION

- PhD Candidate at Apparel Design Program at Louisiana State University, 2023- present
- Master of Business Administration (MBA), Kingston University of California, USA, 2022-present
- Master of Fashion Design: Collection and Brand, Escuela Superior de Diseño y Ingeniería de Barcelona (UPF), Spain, 2014
- Bachelor of Software Engineering, Mahshahr Islamic Azad University, Iran, 2006
- Fashion Management Certificate, Amir Kabir University, Iran, 2016
- Fashion Design Certificate, Alzahra University, Iran, 2010

PROFESSIONAL EXPERIENCE

- Owner , Creative Director ,Fashion Designer, Stylist, Production and Retail Manager of Narges Tafi Clothing Brand, Iran and USA, 2015-2023
- Managed marketing, branding, and client service initiatives for the Narges Tafi brand.
- Marketing, Branding and Client Service, Inspection 4 Industry LLC, USA, 2021-2022
- Designed and produced over 15 collections of men's and women's conceptual and ready-to-wear apparel, showcasing and presenting them to customers both in Iran and abroad.
- Exhibitor, Tranoi Trade Show, Paris, France, March 2022
- Served as a jury member and head designer for the Men's Florence Fashion Show in collaboration with Persian Idea Company, representing both Iran and Italy in 2019.
- Featured in Editorial photos of L'Officiel, Vogue , Elle, Iconic Artist, Dreck, Solistice, and GQ , , Fward Magazines
- Interviewed by international and national magazines and news channels such as France 24, IRNA, Mehr News, and ISNA.
- Participated in Pop-up Fashion Forward Dubai, Pitti Uomo Fashion Week, Italy, Aassttiinn Pop-Up show, Milan, Bahaa Shop, Canada and International Fadjr Clothing Festival in Chabahr, Iran
- Featured in Not Just a Label Company as Black Sheep Designer and talented designer
- Fashion design internship at Martinez Lierah Clothing Brand in Spain in 2014, creating a collection during the program.
- Participated as Best Student in Barcelona Fashion Week, Spain, 2014
- Elisava fashion lab show, Spain, 2013
- Computer Engineer, Rayan Petro Azmoon Company, Iran, 2007-2011
- Internship and Computer Engineer, RWTUF Germany Company, Iran, 2002-2007

AWARDS

- First Prize Winner, 5th Fadjr International Fashion & Clothing Festival, Iran, 2015
- Second Prize Winner, Ashura Clothing Award, Iran, 2017

TEAM KEY ACHIEVEMENTS

- Nominated for the Best CGI Fashion Film 2021, Canada Fashion Film Festival, for Cyshion World - Fahan Production Company
- Nominated for the Best 3D Fashion Film 2021, London Fashion Film Festival, for Cyshion World - Fahan Production Company
- Nominated for the Best 3D Fashion Film 2020, London Fashion Film Festival, for Iron Effect - Fahan Production Company

PUBLICATION

- "The Role of Environmentally Friendly Fabrics in the Field of Fashion and Clothing Design," Research Journal of Management Review, available at <https://scholar.google.com/citations?user=XT0BcHMAAA&hl=en>

JURY MEMBER AND MENTORING

- Jury Member and Head Designer, Persian Idea Company, Iran, 2019
- Jury Member and Mentor, Techrn Fashion Week Festival, Iran, 2023

Membership

- Member of Fashion Group International (FGI)
- Not Just a Label
- Iranian Textile and Clothing Designers Association

FASHION PROFESSOR

- Teacher of Basic Essentials of Fashion Collection, Modara Institute, Iran, 2022
- Teacher of Creativity in Fashion Collection, Mehrazi Institute, Iran, 2021

STOCKIEST

Diza Online Shop, Iran Aassttiinn Shop, Iran Kadib Online Shop, Germany Bahaa Online Shop, Canada

SKILLS

- Fashion design and sketching
- Brand development and conceptualization
- Trend research and analysis
- Pattern making and sewing
- Proficient in Microsoft Office suites
- Familiarity with AutoCAD and Adobe Illustrator software

LANGUAGE

- Persian (native)
- English (Advanced)
- Spanish (Beginner)