

PAIRI DAEZA



THE URBAN NOMAD
SPRING SUMMER 25

The Urban Nomad: SS25

For the Spring–Summer 2025 season, PAIRI DAEZA's creativity is channeled into pieces that blend effortless elegance with practicality, ensuring you stay chic and comfortable whether you're enjoying yourself at beach parties, delighting in the food and cocktails at poolside soirées, or exploring the urban landscape by navigating bustling city streets or wandering through picture perfect gardens.

Grounded by eco-responsible pragmatism, nomadic romanticism and poetry infuses a range of garments, where clean occidental cuts are stitched together with oriental details to create contemporary and versatile pieces that embrace different occasions and morphologies.

Made in Italy, where the brand is based, but fueled by dreams of ancient Persia, the collection is produced in collaboration with small, marginalized communities of artisans living in Iran. The aim is to generate revenue streams for these craftswomen and men, while rejuvenating traditional Iranian crafts.

The colors of the collection recall the tender elements of the season, from spring blossoms and sky full of stars to the summer sand and sea. The fabrics used are pure, high quality, natural, cruelty-free, and are either hand-woven by Iranian artisans from Yazd and Gorgan, or upcycled through collaboration with premium Italian fabric suppliers and stockists.

'Khusduzi'—metallic hand-embroidery from south of Iran decorates sheer cocktail styles made of cotton tulle; mirror crochet handmade by Baluch women adorns linen suits and dresses; hand-woven cotton suits are embellished with small mirrors and geometric motifs that are hand-embroidered by craftswomen in north of Iran; floral patterns are hand-printed in Esfahan through 'Ghalamkar' technique on delicate cotton chemisière and pantalons, denim suits, and jersey tops; graphic bags and accessories are made through complex wood and brass marquetry ('Khatam-kari' in Persian); and essential pieces in ikat fabric, an 800-year-old art hand-woven in Yazd, construct the right color palette for cheerful spring days.

Defining the contours of a new ethical fashion brand without borders, the Spring–Summer 2025 wardrobe, with its quiet power, sends a message of hope and passion for a new generation of dreamers who care about human stories everywhere in the world.





Dress MCS25DR03

Bag MCS25BG01

Belt MCS25AC02

Necklace MCS25AC01

Blouse MCS25TP09

Trousers DBS25TR06

Robe DBS25OD01





Shirt DBS25TP05

Bag KTS25BG02

Robe NCS25OD02





Top GKS25TP01

Shirt NCS25TP06

Trousers NCS25TR03

Vest GKS25VS03

Shirt GKS25TP04

Trousers GKS25TR07





T-shirt GKS25TP02

Jacket GKS25JK01

Skirt GKS25SK04

Top GKS25TP01
Mandarin Shirt GKS25TP07
Trousers GKS25TR08





Bag KTS25BG02

T-Shirt GKS25TP02

Trousers GKS25TR05

Hat GKS25AC03

Dress GKS25DR02

Bermuda HWS25TR02





Shirt GKS25TP04

Vest HWS25VS01

Bermuda HWS25TR01

Vest HWS25VS02

Skirt HWS25SK01





Blouse KDS25TP10

Skirt KDS25SK03

Robe KDS25DR04





Robe KDS25DR04

Jacket MCS25JK02

Trousers MCS25TR09





Mandarin Shirt MCS25TP08

Skirt MCS25SK02

T-Shirt KDS25TP03

Trousers KDS25TR04





Dress KDS25DR01

Bangles KTS25AC03

ABOUT THE BRAND

Behind PAIRI DAEZA stand two Iranian sisters—Yasaman and Nastaran Rezaee, who are looking to change the image of Iran and reclaim the country's endangered heritage for a new future, through collaboration with small, marginalized communities of artisans living in Iran.

The label's moniker, PAIRI DAEZA, means 'walled garden' in ancient Persian. Persian gardens are so exceptional that the term 'Pairi Daeza' became a loanword and shaped the concept of godly paradise in many languages, including the European ones.

Centered on timeless, urban pieces imbued with symbolism, the brand's wardrobe fuses European fabrics, modern cuts and ancestral Iranian artisanal techniques, lovingly crafted on the wings of diversity, self-expression, freedom, inclusivity and sustainability.

Slow processes are at the core of the PAIRI DAEZA universe, developing collections with a mindful approach to the people who make them, as much as to the wearers of the clothes and Mother Earth herself.

Please visit:

www.instagram.com/pairi_daeza/

www.pairidaezashop.com



Craftsmanship



GHALAMKAR

floral patterns handprinted in Esfahan, Iran



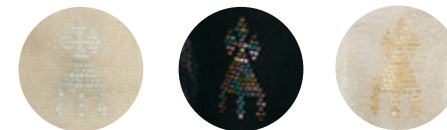
IKAT

800-year-old art hand-woven in Yazd



MIRROR CROCHET

handmade mirror crochet by Baluch women



KHUSDUZI EMBROIDERY

metallic hand-embroidery from south of Iran



HANDWOVEN FABRICS WITH EMBROIDERIES

handwoven cotton fabrics with hand-embroideries of mirror or geometric patterns



KHATAM-KARI

intricate Iranian marquetry of wood & brass

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