

A close-up portrait of a woman with striking blue eyes and light skin. She is wearing a delicate white lace headscarf that covers her hair and forehead, with intricate floral patterns. Her expression is calm and direct, looking slightly off-camera. The lighting is soft, highlighting the texture of the lace and her features. The background is dark and out of focus, suggesting an indoor setting with bookshelves.

SAREH NOURI

NEW YORK

SPRING 2027

PERSIAN MUSE -

A TRIBUTE TO THE WOMEN

WHO RISE



Persian Muse – A Tribute to the Women Who Rise





Persian Muse – A Tribute to the Women Who Rise

Persian Muse is incredibly close to my heart. This season feels very personal—it is a reflection of where I come from and the women who have shaped me. This bridal campaign is a tribute to the women who rise... the ones who carry both strength and softness so effortlessly.

The ones who honor their past, their culture, their story—but still move forward with confidence into who they're becoming.

Growing up surrounded by Persian beauty, art, and history, I have always been inspired by that sense of quiet power. There is a depth to it—romantic, emotional, strong without needing to be loud. That is exactly what I wanted to bring into this collection. Every gown captures that balance of romance and structure, softness and presence, timelessness with a modern edge.

This collection is also deeply inspired by the courage of women whose names have become symbols of strength and resistance—Neda, Delara, Mahsa, and Zhina. Their stories are a reminder of what it means to stand up, to be seen, and to fight for the most basic freedoms. They represent resilience, bravery, and a powerful voice that cannot be silenced. Their spirit lives within this collection—it is in the strength of every silhouette, the intention behind every detail.

Persian Muse is about more than just beautiful dresses. It is about confidence, femininity, and that inner fire that does not need to be announced to be felt. It is for the bride who walks into a room and owns it in her own way—graceful, strong, and completely unforgettable.

Persian Muse is for the women who rise.

The image shows a close-up of a highly decorative ceiling, likely from a historical Persian or Islamic building. The ceiling is composed of a complex grid of interlocking geometric shapes, including octagons, hexagons, and triangles. Each cell within this grid is filled with a different pattern or color. Some cells feature large, stylized floral motifs, such as chrysanthemums or carnations, in shades of gold and purple. Other cells contain intricate floral scrolls or arabesques in blue and gold. The entire design is framed by a thick, dark green border with a repeating braided or chain-link pattern. Small, circular gold medallions are placed at the intersections of the geometric lines. The overall aesthetic is one of rich, traditional craftsmanship.

PERSIAN MUSE IS FOR
THE WOMEN WHO RISE.

Designer: Sareh Nouri @sarehnouri
Photographer: Sarah Bradshaw @sarahbradshawphoto
Videographer: Kirill Slysh @thekirillslysh
Hair: Kimberly Yagual @ky.artistry
Makeup: NJ Makeup Artist/Victoria @vca.mua
Accessories: Erin Rhyne X Sareh Nouri @erinrhyne
Floral: Lady Slipper Posy @ladyslipperposy













RUMI







LAYLA





MARYAM









SHIRZAN





















ARTEMIS



Persian Muse – A Tribute to the Women Who Rise





