



SAREH NOURI

NEW YORK

FALL 2024

LOVE, SAREH



## *Dear Brides-to-Be,*

It all begins with a dream, doesn't it? From the moment we're little girls, we dream of cakes that look too pretty to eat, fields of blooming flowers, glistening jewels, a breathtaking location, a dashing prince, and, of course, the perfect gown. These dreams are woven into the very fabric of our hearts, and as we step closer to our wedding day, they become more vivid and real than ever before.

This season, our collection at Sareh Nouri celebrates the timeless beauty of these dreams and infuses them with a touch of grown-up whimsy. We've designed every piece with shapes and details that embrace the little girl inside us all—the one who yearns for enchantment and romance as we embark on this incredible journey towards love and lifelong commitment.

Prepare to be captivated by our latest collection, where elegance meets modern charm. Timeless and exquisite, our gowns feature the delicate beauty of French lace, adding a touch of romance to your special day. Meticulously crafted embroideries bring depth and texture to our designs, making each step down the aisle a masterpiece. Luxurious and timeless, our silk mikado gowns offer a regal presence and a satin-like finish that's simply magical. Our hand painted veils add a touch of artistry to your bridal look. For a fairy tale entrance, our ball gown silhouettes exude grace and grandeur, fit for a queen. Our colorful high-low gown Kelly is a blend of tradition and contemporary flair and lastly our mini pearl dress adds a touch of luxury to intimate celebrations.

Our new campaign is a love letter from me to each one of you, our beautiful brides. It's a romantic narrative, told through the lens of a dreamy location and a classic studio—a subtle nod to the extraordinary voyage every woman undertakes, from childhood to womanhood, to that perfect wedding day. Along this journey of love, we've carefully curated the details that your heart encounters. From the costumes and jewels of dress-up days to the allure of delectable cakes, from the cherished pets who were often our first love to the final touch of that ultimate wedding cake, and an ode to the enduring beauty of flowers, our campaign captures it all.

In short, I have poured my heart into creating a collection that encapsulates the classic beauty we hold dear at Sareh Nouri, while infusing it with a playful sophistication that will bring a smile to your face on the way to your wedding day.

I can't wait to share this magical journey with you. Stay tuned for the unveiling of our campaign—it's a testament to your dreams, our passion, and the enchantment that awaits.

## *LOVE, SAREH*

TODAY, I WILL BE FABULOUS





# SAREH NOURI

## NEW YORK

**Agency:** Moses Media, Inc. @deborahsmoses

**Creative Director:** Deborah Moses @deborahsmoses

**Photographer:** Walter Chin @walterechin

**Videographer:** Alberto Caruana @albertocaruana\_producer

**Producer:** Mahalia Watson for Moses Media, Inc. @mahaliawats

**Hair:** Chuck Amos @chuckielovehair

**Makeup:** Mariel Barrera @mariel\_barrera

**Stylist:** Anya Ziourova @anyaziourova

**Props/Set Design:** Stockton Hall @stocktonhall

**Cakes & Pastries:** Ladurée Paris @ladureeus & AnnTremet Cake @anntremet

**Select accessories:** Erin Rhyne @erinrhyne

Jennifer Behr @jenniferbehr







NOW AND FOREVER









“MY GOD,”  
HE GASPED,  
“YOU’RE FUN TO KISS.”

-F. Scott Fitzgerald











BEST OF ME



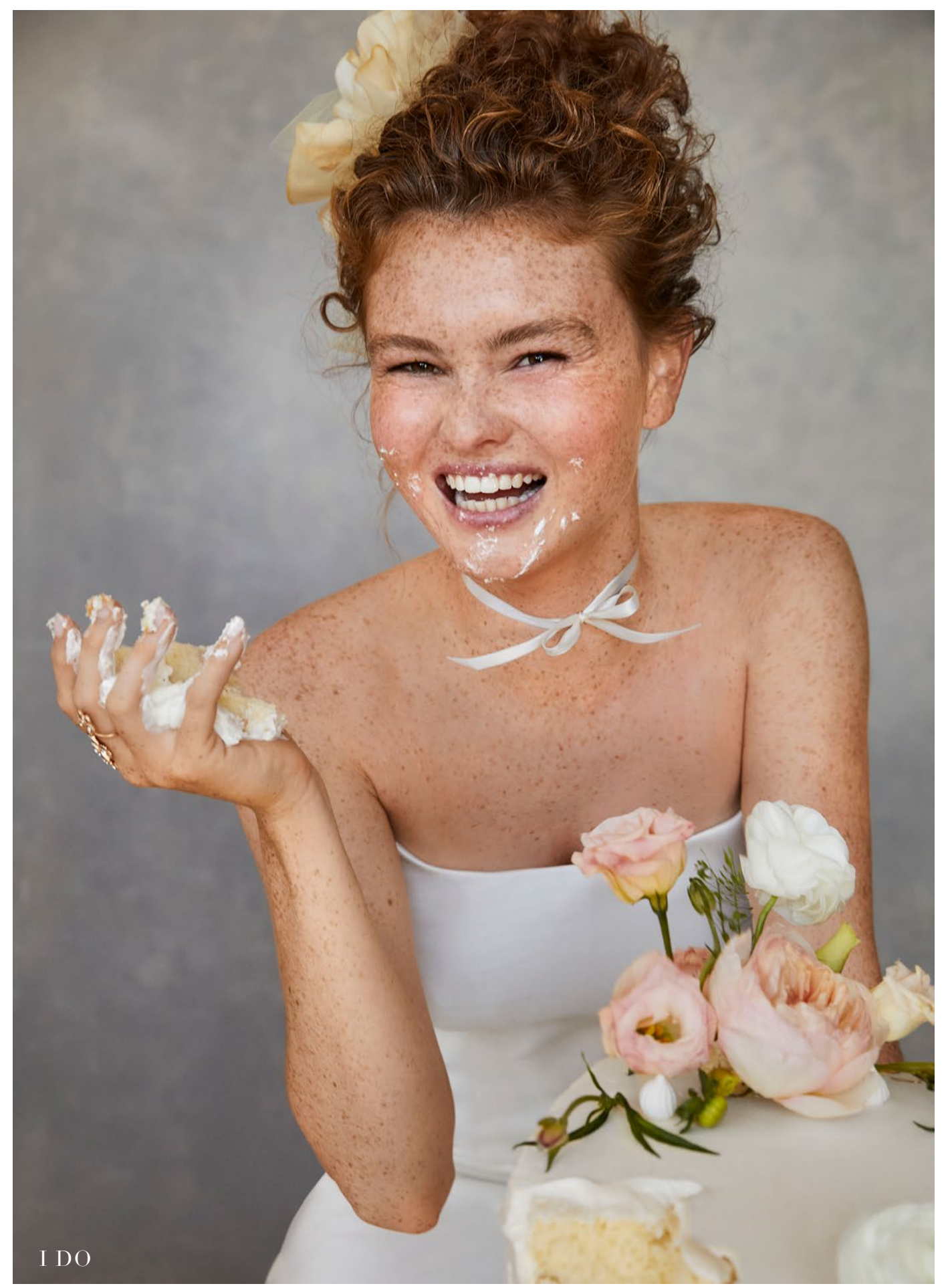






FANCY YOU











MISSING YOU



LOVE, SAREH

