



NOORULLAH

2021 MEDIA KIT

ABOUT NOORULLAH

Noorullah is a timeless luxury menswear collection that currently features nine unique and versatile pieces. Founder, Noor Amiri, pulls inspiration from Ancient Egyptian wardrobe, Gian Lorenzo Bernini's stained glass window in the St. Peter's Basilica, and Ancient Greek Olympians among others.

Noor's goal is to create fashion looks that are everlasting in durability and style, while also making sure all garments are sustainable.



SUSTAINABILITY



Noorullah's idea of sustainability in fashion is different. Instead of following trends, Noorullah's skilled tailors design for functionality and create looks that are not constrained by an expiration date. Noorullah values being ethical with their supply chain by using recycled materials and fabrics with long filament yarns, which are more durable and produce less fiber waste when cleaning the garments.

FOUNDER, NOOR AMIRI



Noor Amiri was born in Afghanistan in 1995 but soon moved to Pakistan during a time of war. When Noor was 7 years old, he came to live in the United States where he currently resides in San Francisco, California. While growing up, Noor always felt different because his Pakistani community and friends were drawn to his slender and fair features that were considered “unique” in their community. Noor didn’t like feeling different but was inspired by fashion because it helped him embrace his features, feel confident, and challenged him to be creative.

By the time Noor was in High School, he self-taught graphic design and screen printing. He then successfully launched a streetwear line for men with the purpose of inspiring his peers to feel confident through fashion as well.

His passion made it clear to him that he wanted to pursue a professional career in the fashion industry. Soon after graduating high school, he attended the Fashion Merchandising program at the Academy of Art University in San Francisco. Noor was eager to learn about the business side of fashion because his dream was to create a high-end and sustainable menswear brand.

After earning his Bachelor of Fine Arts degree in 2019, Noor worked as an assistant for notable boutiques such as the house of Chanel and Marni which helped him get a better sense of what luxury consumers are looking for in a brand.

NOORULLAH COLLECTION



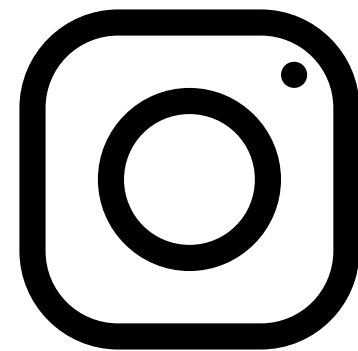


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