

#moda - mode

MASUM



KARIMI

Artisan/ Added Value



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— THE BRAND

“ Masum Karimi is an **ETHICAL DESIGNER BRAND** based in Madrid, Spain, founded by Masum & Gelareh Karimi (Mother & Daughter).

Through a synthesis of **MINIMALISM** and **GEOMETRICAL SHAPES**, espousing the principle of **ENVIRONMENTAL CONSCIOUSNESS**, Masum Karimi brand aims to sound out the cultural fluidity of an increasingly multicultural experiences. Focused on creating **SUSTAINABLE & ON-DEMAND PRODUCTS** and not a trend follower, Masum Karimi creates long-lasting garments or even **RECONSTRUCTS** its over-worn ones, in **LOCAL PRODUCTION**, using **HAUTE COUTURE SEAMS** and **HIGH QUALITY FIBERS**, so as to contribute to the longevity of the garment.

Based on our **BRAND'S DNA**, each collection combines **INSPIRATION FROM OUR NATIVE MIDDLE EAST AND THE STRONG PERSONALITIES OF THE WESTERN MODERN CULTURE**.

The brand converts the beauty and uniqueness of each Woman into its edgy-romantic collections, by creating artistic interpretations craftsmanship techniques and aesthetic concept.

”



The brand takes the name of my mother, who has been my inspiration to look at life with creativity. She, an empowered woman, devoted herself to her passion and opened her dressmaking workshop 20 years ago in Madrid. Under her guidance, I have learned the art of crafting garments from scratch with care, taste, and attention to detail while creating exclusive pieces.

GELAREH H.KARIMI - HEAD DESIGNER

#VALUES



- + ARTISAN WORK
- + QUALITY MATERIALS
- + PERFECT SEAMS
- + NO SIZING LIMITS
- + GEOMETRIES & ASIMETRIES
- + VERSATILE WORKSHOP
- + LOCAL PRODUCTION

— MADE FOR WOMEN

Geometric shapes that simulate symmetries and asymmetries to enhance the female figure.

Flawless details, prints and bright colours that simulate the edgy-romantic as well as classic-chic styling the DNA of #Masumkarimi.



WOMEN

CLASSY- EDGY

SOCIAL

CONSCIOUS

EMPOWERED

—THE COLLECTION / MEDICI QUEEN

Looks that convey the striking personality of QUEEN CATHERINE OF MEDICI

“Catherine of Medici, **FROM ORPHAN TO QUEEN**. She was everything you would not expect from a queen. Her history full of tragedies that made her more resilient, was what marked her character to become a queen consort of France.”

Hence, this collection takes as a reference the figure of Queen Catherine of Medici who, against all odds, became one of the most powerful and long-lived rulers of classical European history. A woman who marked the style of her time, to which we have added the twist of our Brand DNA.



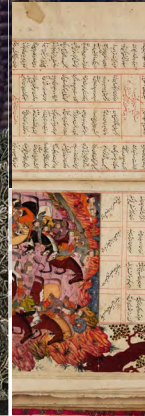
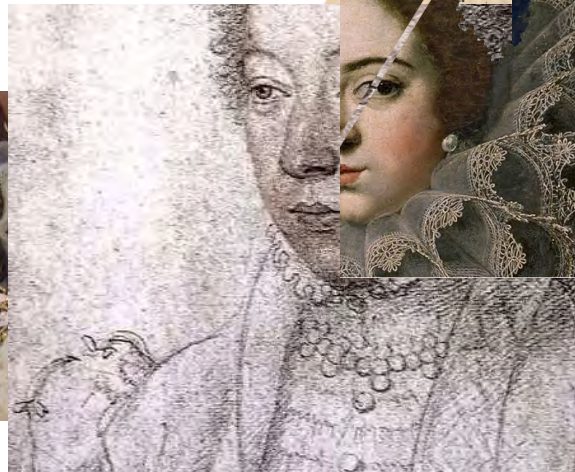
MÉDICI/QUEEN

○ | Médiçi Queen |

The collection is inspired by the personality of Queen Catherine of Medici, who made history as a resilient and transgressive woman.

Through a romantic story and geometric shapes, 20 looks are formed to reflect the personality of a queen who had to struggle in a world dominated by men.

Lace, organza and silhouettes that mark femininity; designs that highlight a unique and strong personality. The sample of a social struggle to represent the female role with an equal and relevant vision in society.



— COLLECTION LOOKS

Shirt Dress- code. VESCAM1 -- Cotton + Lycra



Straight trousers- code. PANTRE -- Crepe rustic
Double neck shirt- code. CAMDOL -- Cotton + Lycra



— COLLECTION LOOKS



— COLLECTION LOOKS

Fantasy Blouse- code. CUERPFANT -- Cotton + Lycra



Wide Midi Trousers- code. PANFLU01 -- Tencel 100% recycled fabric



— COLLECTION LOOKS



— COLLECTION LOOKS

Three layers dress - code.VES3C01 -- Polyester Silk Touch



Three layers dress - code.VES3C01 -- Polyester Silk Touch



— COLLECTION LOOKS



— COLLECTION LOOKS

Long high neck waistcoat - code. CAPAREC -- 100% Silk organza

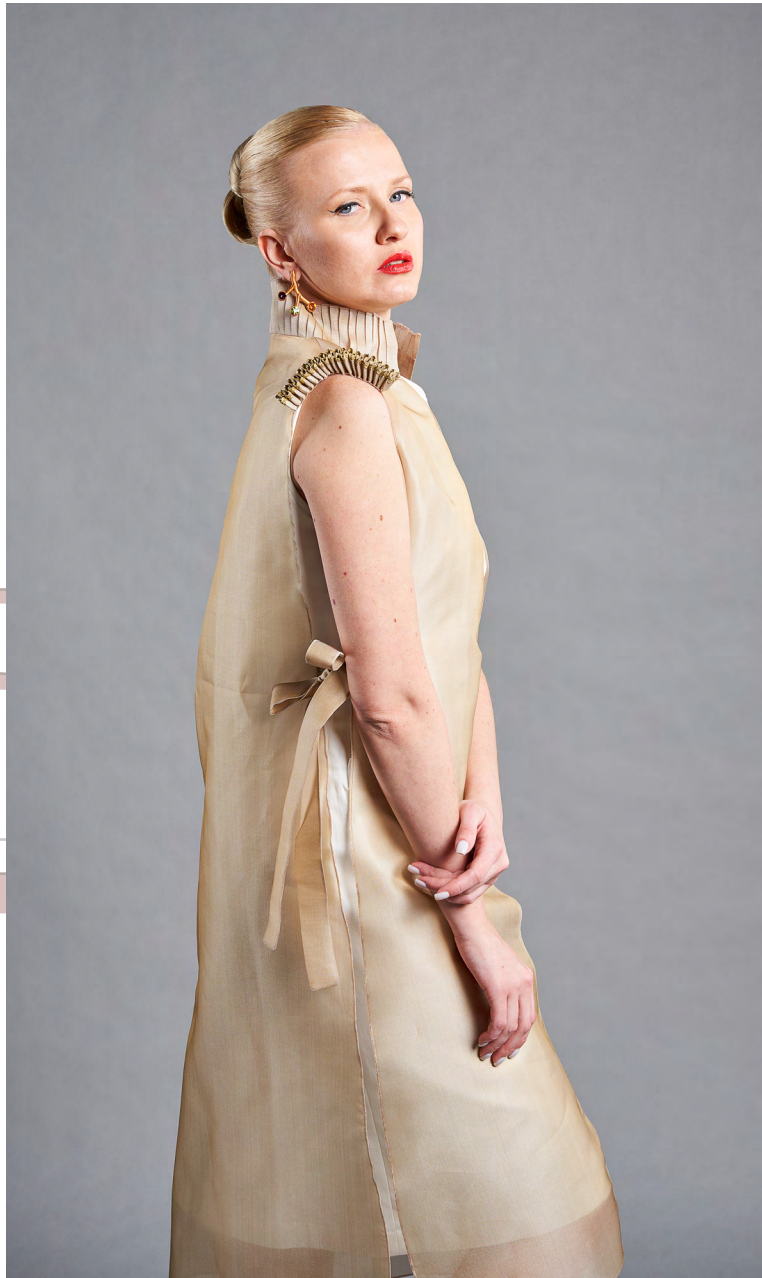


Straight line dress - code.VEVAQ

-- Denim Cotton & Lycra



— COLLECTION LOOKS



— COLLECTION LOOKS

Long high neck waistcoat - code. CAPAFL -- Polyester Bambula



Evasé dress - code.V VESEVA -- Linen & Viscose



— COLLECTION LOOKS



— COLLECTION LOOKS

Fluid coat - code. CAPAL -- Polyester organza



Diamond long dress - code. VESROML -- Silk Gasar



— COLLECTION LOOKS



— COLLECTION LOOKS

Fancy party dress - code: VEFICOR -- Polyester + organza



— COLLECTION LOOKS



— COLLECTION LOOKS

Fantasy neck blouse - code. BLUFANT -- Printed silk



Denim trousers w. Pockets- code. PANVAQ

-- Cotton + Lycra



— COLLECTION LOOKS



— COLLECTION LOOKS

Diamnod midi dress - code. VESROM -- Viscose



— COLLECTION LOOKS



— COLLECTION LOOKS

Shirt fluid dress- code.VESFLU02 -- Viscose



— COLLECTION LOOKS



— COLLECTION LOOKS

60s Style Blouse - code.CAM60 -- Viscose



Denim trousers w. Pockets- code: PANVAQ

-- Cotton + Lycra



— COLLECTION LOOKS



— COLLECTION LOOKS

Lace neck Blouse - code: BLULAZ01 -- Liberty Cotton

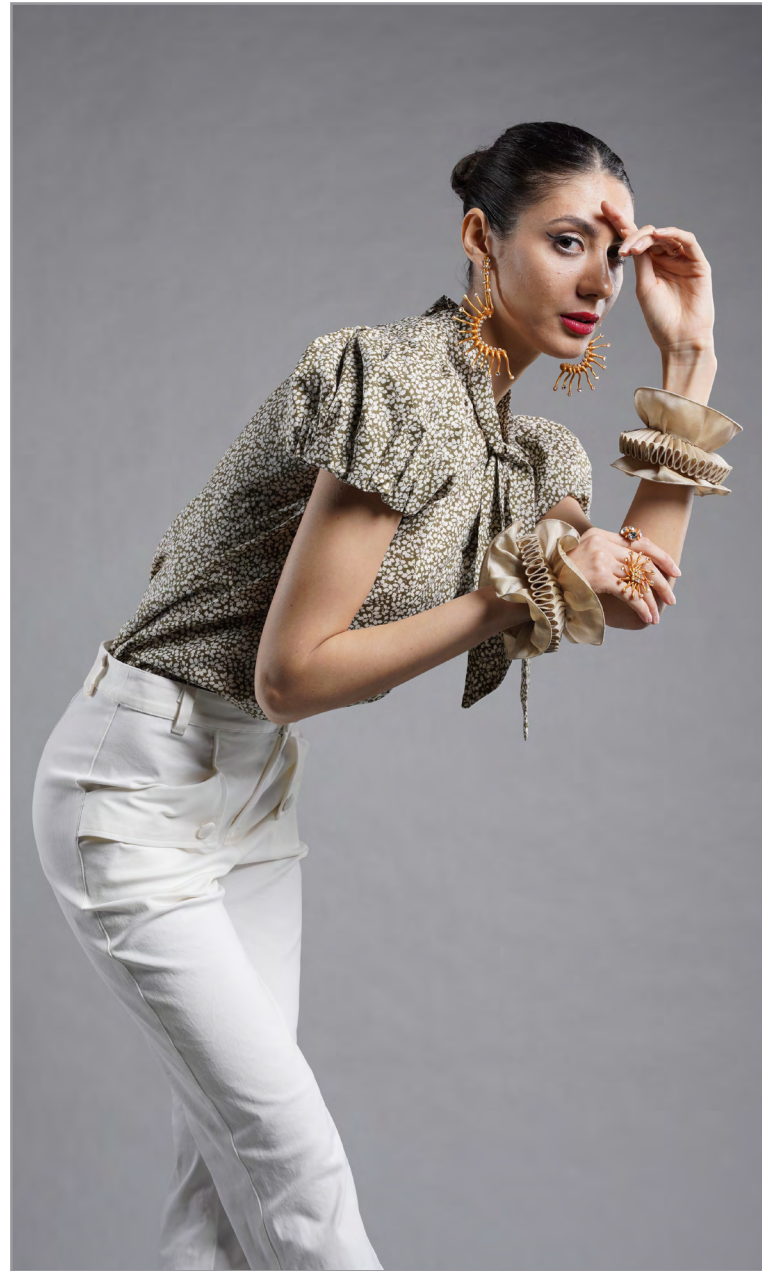


Denim trousers w. Pockets- code: PANVAQ

-- Cotton + Lycra



— COLLECTION LOOKS



— COLLECTION LOOKS

Coset Blouse - code.CORPBAR -- Wild silk



Denim trousers w. Pockets- code: PANVAQ

-- Cotton + Lycra



— COLLECTION LOOKS



— COLLECTION LOOKS

Short squared dress - code: VESFLU -- Linen



— COLLECTION LOOKS



— COLLECTION LOOKS

Denim trousers- code. PANVAQ -- Cotton + Lycra
Waist coat- code. CHALPIQ -- Piqué crep



Straight coat fancy sleeves. code. CHATAP

-- Cotton + Neoprene



— COLLECTION LOOKS



—THE COLLECTION / SHAHNAME



/15 The women act as the core of this story that represents oriental women's empowerment.

“The father time whom everyone worships brings a new dawn, a new hope and a direction of change. In this epic, the kings make mistakes against father time and the queens are the true leads in a royal court full of mischief, romance and fantasy”.



SHAH/NAME

○ | Shāhnāmé |

The collection is inspired by the Persian epic “Shahname”, written by the poet Ferdousi around the year 1000, which he called Shahname. Through a romantic narrative, this epic tells the story of the Persian culture through heroines and heroes who are the main characters of the adventures told in various cycles. As a true reflection of Persian civilisation, this epic depicts the female role with an egalitarian and relevant vision in Iranian society at that time.

Feminine strength, imagination and romanticism in artistic expression inspire the collection. Each look is inspired by and represents one of epic’s heroines to form a collection rich in the values of feminism, freedom of expression and recognition in society. A union between eastern philosophy and western society.



— COLLECTION LOOKS

ZARI - Magician and prophet of the time God of Time



KATAYUN - Counsellor to two kings



— COLLECTION LOOKS



FARANAK- Treasurer of Kign Abdul's court



RUDABE- Poet and writer

— COLLECTION LOOKS

MINDOR- Keeper of the palace gardens and flowers
GORSUI- She formed her army and protected her lands



ZARIRE- Singer and Dancer



— COLLECTION LOOKS

ASARI- Teacher and researcher



ESPANVI- In search of everlasting love



— COLLECTION LOOKS

MINDOR - Keeper of the palace gardens and flowers
GORSUI - She formed her army and protected her lands



SABI - The hand of King Keyvan and queen once he died.



— COLLECTION LOOKS

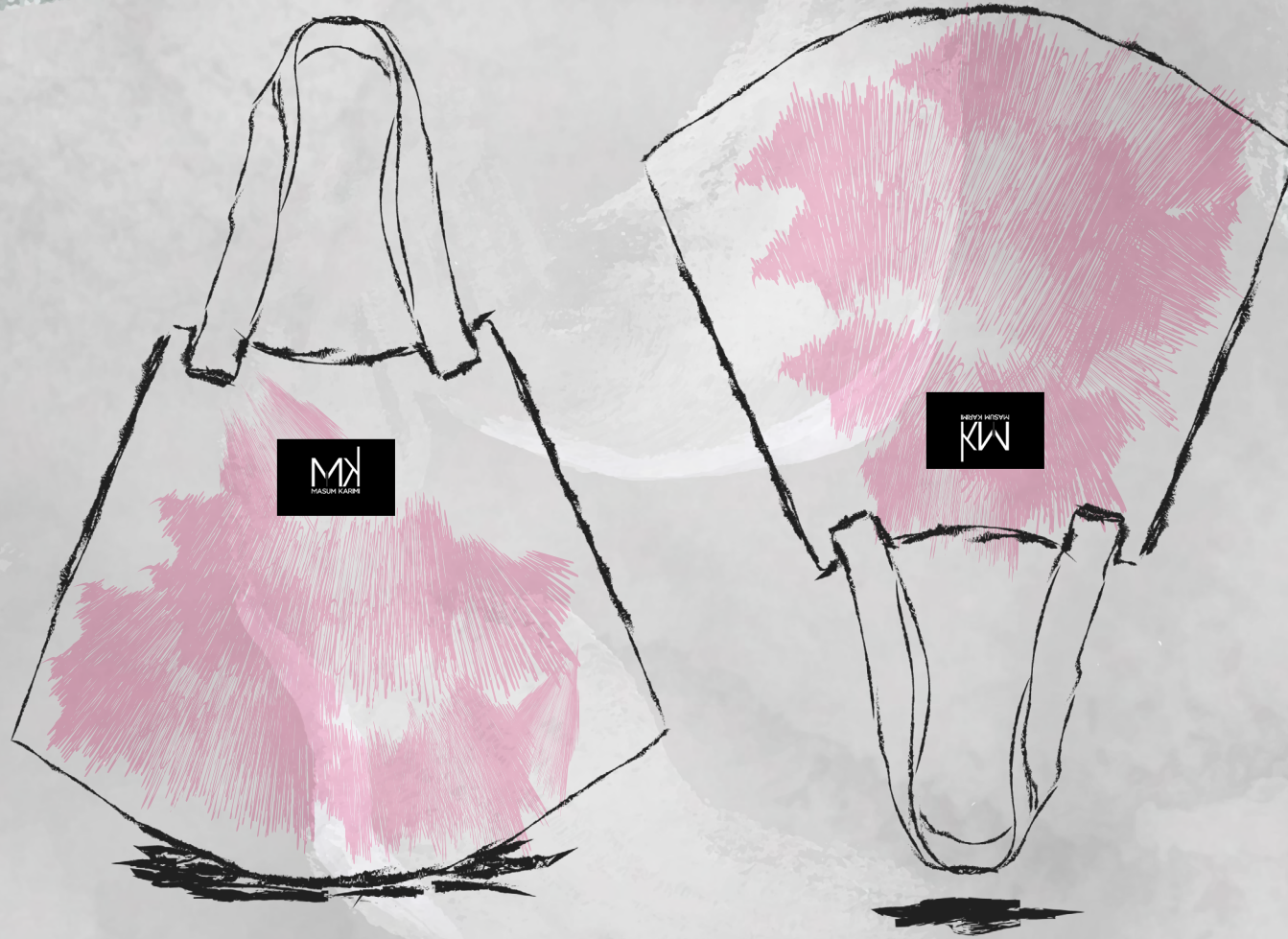
SHANAS- Merchant and Treasurer
MABD -Queen with no palace



ASADE-A dreamer and visionary



The **ICONIC Tote.**
Designing a pure, flat and unique tote bag.

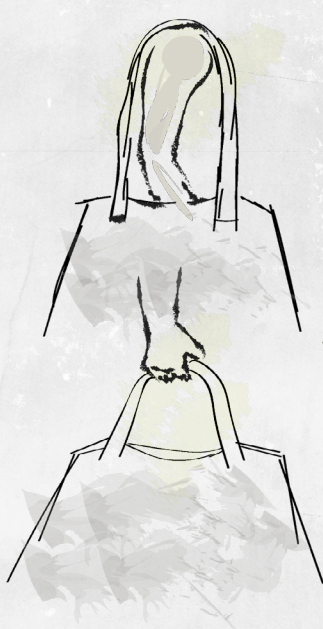
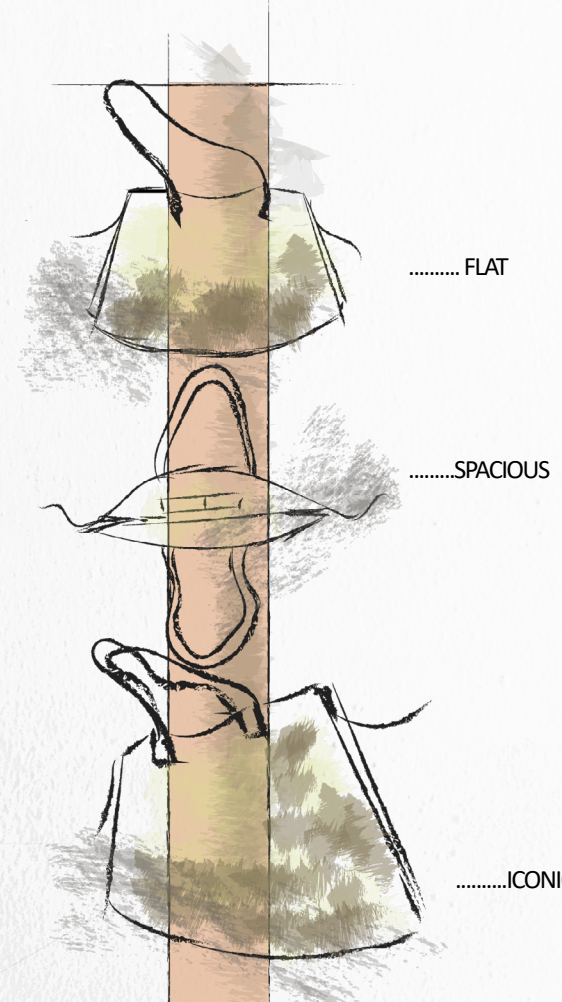


This Tote bag is not meant to be placed on the floor. Good bags are always used or properly hanged.
DESIGNED AND CRAFTED BY MASUM KARIMI – MADE IN SPAIN
REGISTERED DESIGN

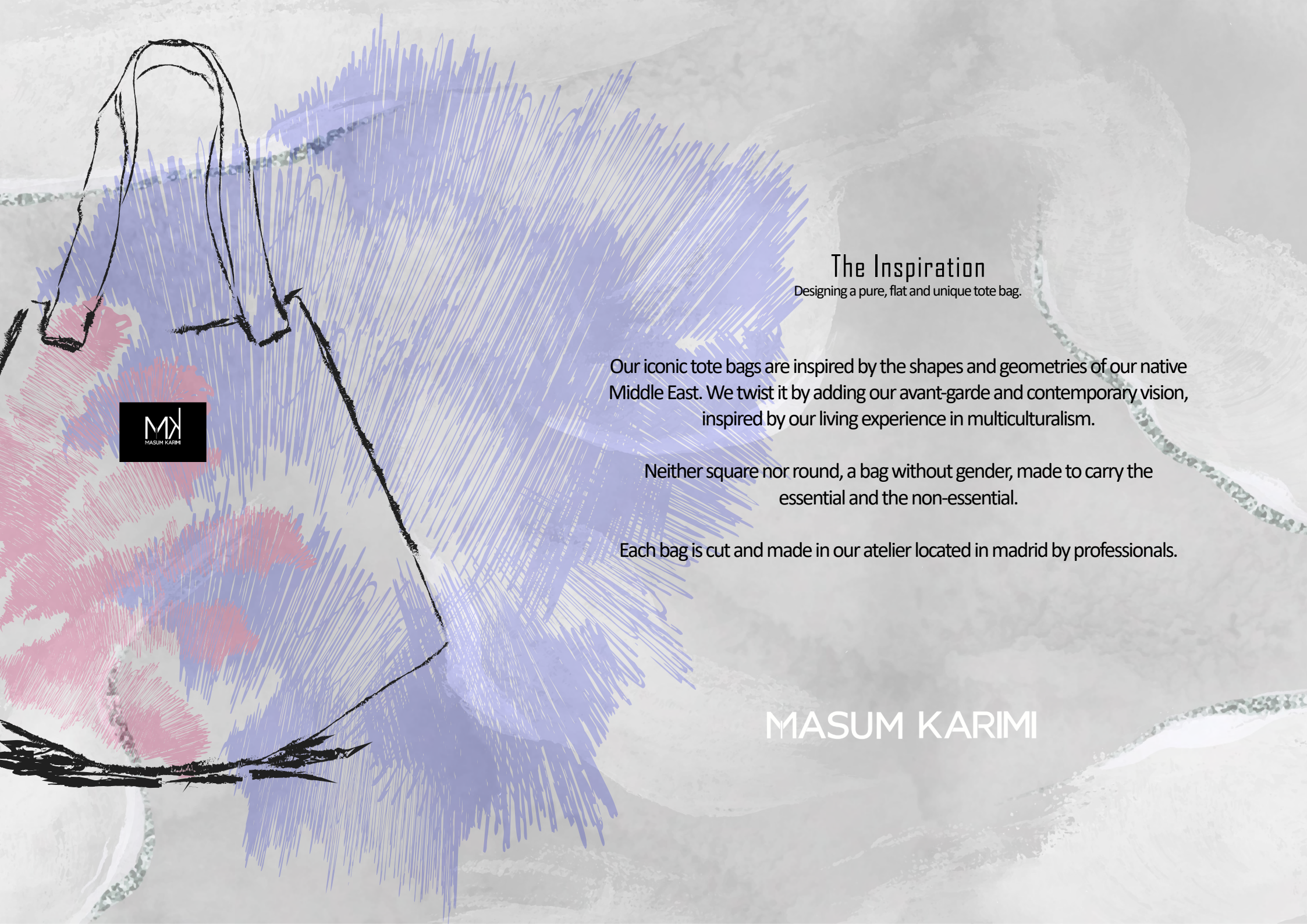
MASUM KARIMI



Roundish square shape, flat, spacious, and washable Tote. The expression of an everyday bag.
All details together are making this bag iconic and long-lasting.



MASUM KARIMI



The Inspiration

Designing a pure, flat and unique tote bag.

Our iconic tote bags are inspired by the shapes and geometries of our native Middle East. We twist it by adding our avant-garde and contemporary vision, inspired by our living experience in multiculturalism.

Neither square nor round, a bag without gender, made to carry the essential and the non-essential.

Each bag is cut and made in our atelier located in madrid by professionals.

MASUM KARIMI



The Making Process

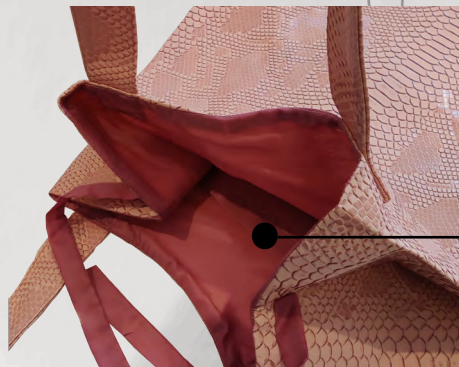
Designing a pure, flat and unique tote bag.



Side folding for increased storage capacity



High neck opening for extra protection



Fully lined inside with two side pockets



56 cm

48 cm

Volume 30 Ltrs.

The KITENGE collection - 100% cotton with natural dyes
(African original fabrics sourced in Tanzania - Designed and produced in Madrid)



TOT.KI.125



TOT.KI.126



TOT.KI.127

Why african Kitenge fabric?

1. Hightech quality print
2. Longlasting fabrics
3. Unique prints
4. Supporting African industries



TOT.KI.125



TOT.KI.126



TOT.KI.124



TOT.KI.124



TOT.KI.127



TOT.KI.128



TOT.KI.129

MASUM KARIMI



MKK
MASUMI KARIHI





The FAUX collection - COTTON + POLYESTER + TEFLON

(Fabric sourced in Spain - Designed and produced in Madrid)



TOT.PL.12



TOT.PL.13



TOT.PL.14

Why Faux Leather fabric?

1. Teflon finishing
2. Longlasting quality fabrics
3. Washable
4. An everyday bag

MASUM KARIMI

VANITY CASE / HANDBAG - To wear IN/OUT of our Totes

(Fabrics with certificate of origin - Design and production in Madrid, Spain)



NEC.PL.1

NEC.PL.2



NEC.KI.5



NEC.KI.1



— THE DESIGNERS



Bachelor's Degree in Business Administration. (UCM- Madrid)
Master's Degree in Fashion Design & Branding (ESDesign - Barcelona)
PHD in Fashion Industry - People that make Fashion (UPM-CSDMM - Madrid)

GELAREH H. KARIMI

I was born in Teheran and raised in Madrid. Inspired by the multiculturalism I create fashion.

From as early as I can remember, I have been passionate about fashion and its creative processes. Through my mother, Masum, I have experienced first-hand the artisanal process in which garments and accessories are made.

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— THE DESIGNERS

Bachelor's Degree in Education (Teheran Public University)
Degree in Fashion Design and custom making (School of Design Teheran)
Industrial pattern-making (Goymar system - Madrid)

MASUM KARIMI

I took my first steps in fashion as a simple hobby. I liked to make my own clothes and those of my sisters. After finishing my education as a teacher, I decided to study fashion at the design school of Tehran where the Parisian fashion style was taught. It was there that I started to experiment with patterns to create garments with the elegance of European fashion, but inspired by elements that represent my native Middle East.

In the 90's I moved to Madrid and there I decided to make my passion my profession, I studied industrial pattern making and opened my own haute couture workshop 24 years ago. Over the years I have worked with nationally renowned designers to create haute couture garments and scenic costumes.

Together with my daughter we run the brand that takes my name, where she brings her creativity and I bring my experience to create quality garments and unique pieces.



PATTERNS SHAPES GEOMETRIES PARISIAN STYLE **ART**

— MATERIALS - LOCAL BASED

All our materials are sourced from certified suppliers. We use high quality fabrics to ensure durability, 90% of the fabrics are recycled materials.



RE/UP CYCLING



With the scraps of fabrics from our collections, we make accessories and garments in patchwork format.

We modernise garments to make them look fashionable and contemporary.

○ Our team of artisans embroider, drape and pleat to create unique pieces.



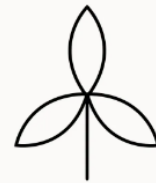
HAND/
MADE

— SUSTAINABILITY & COMMITMENT



LOCAL PRODUCTION

At least 95% of our products are manufactured in our workshop/boutique in Madrid. The design, cutting and tailoring is carried out in our workshop and we take care of the quality process.



CONSCIOUS PROCESSES

Our brand complies with the conditions of decent and non-forced labour, equal rights, gender equality and a manufacturing process that meets the goals of the 2030 Agenda to reduce emissions; our production does not produce CO2 emissions and the heating and cooling system at our workshop is through Aeroterminia.

CONSCIOUS MATERIALS

We do not buy fabrics or materials on a large scale. We buy fabrics in short lengths to maintain exclusivity while ensuring lower emissions in the production of the fabrics. All our materials are sourced locally.



CONSCIOUS COMPOSITION

The composition of our fabrics is according to the composition label. Our commitment is to offer quality to the customer to obtain a high quality and durable product.

WASTE REDUCTION

We reuse all the scraps from our production process. We use the scraps to make accessories and patchwork fabrics.



CIRCULAR PROCESS

We promote the durability of our products. We want our customers to wear quality fashion tailored to their body. All our designs are transformable and even available for alterations.



MASUM KARIMI ON MEDIA / HIGHLIGHTS

murcia.com / Empresa

Portada Murcia Cartagena Lorca Región Mar Menor Guía Publicidad Contactar

Economía Nacional Empleo Internacional Viajar Salud Cultura Tecnología Deportes

Murcia.com > Región de Murcia > Empresa 01/03/2023

La visión sostenible de Masum Karimi en cuanto a la moda del futuro para mujeres

Fuente: Agencias

 Madrid en los últimos años se ha confeccionado como una de las capitales de la moda. Es una ciudad que combina a la perfección la moda y la cultura; conocida por sus desfiles de moda, su estilo urbano y sus tiendas de moda de autor. Los diseñadores emergentes han ido ganando terreno en el mundo de la moda en la ciudad, ofreciendo alternativas frescas, creativas y sostenibles a la moda convencional. En particular, Masum Karimi ha sido una de las firmas que ha sobresalido gracias a sus creativas colecciones inspiradas en oriente medio para vestir a mujeres que buscan una moda más sostenible.

Comentar

Una firma de ropa diferente

Masum Karimi, inspirada por su pasión por la Moda de alta costura, abrió su showroom y atelier en 1999 tras su llegada a Madrid. Desde 2019 y siguiendo los pasos de su madre, Gelareh H.Karimi, diseñadora de moda egresada de la Escuela Superior de Diseño de Barcelona, lidera la marca como su directora creativa. Ambas originarias de Irán, inspiran sus colecciones en el romanticismo oriental a través de tejidos, cortes y diseños geométricos. Su producción es artesanal y personalizable para ofrecer exclusividad en el diseño y calidad en los materiales. Desde sus inicios, su objetivo es vestir a las mujeres que lideran su rol en la sociedad, dan valor al desarrollo local y se preocupan por el impacto de sus decisiones para vestir una moda más sostenible.

El Atelier MAGAZINE

ABOUT MODA BELLEZA FEMINISMO LIFESTYLE

Masum Karimi presenta su nueva colección bajo la filosofía del *Made to Order*

Alejandra González



La moda sostenible ya es un hecho. En la actualidad, muchas firmas de ropa se han unido al **movimiento eco-friendly** por un mundo más consciente del gran problema medioambiental que sufre nuestro planeta. **Masum Karimi** nació hace treinta años y desde sus comienzos se ha implicado bastante con el medio ambiente. Ayer presentó su nueva colección para la próxima temporada, elaborada bajo el lema que más les caracteriza: **Made To Order**.

Masum Karimi, la firma de novias, presenta su nueva colección a través del método *Made To Order*

Masum Karimi y sus complementos artesanales


 **Emprendedores de Hoy**
Miércoles, 3 de mayo de 2023, 09:40 h (CET)




ES DESIGN
Escuela Superior de Diseño de Barcelona

MASTERS CONOCERLOS FEDERACIONES ACTUALIDAD [Iniciativa emprendimiento](#) 0461430308

PROF / COLABORANTES / Masum Karimi




GELAREH H. KARIMI

Máster en Dirección y Creación de Marcas de Moda

Masum Karimi

Masum Karimi es una marca creada por la alumna Gelareh H. Karimi junto a su madre Masum Karimi. Ambas de origen iraní, Masum vestió a mujeres que lideran su rol en la sociedad, llevando a su diseño un romanticismo oriental a través de tejidos, estampados y diseños geométricos.

El proyecto apoya la moda artesanal, bajo el proceso de MADE TO ORDER, en línea con la vez consciente de sus creadoras. Y, además de crear moda artesanal, el proyecto ofrece formación de forma altruista a mujeres y hombres en situación de desigualdad para poder tener acceso a un futuro digno, creando sus propios medios de vida.

_CUSTOM DESIGN/MAKING



THE BRIDGERTON

_CUSTOM DESIGN/MAKING



LA PROMESA

— CONTACT

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MASUM KARIMI

