



MASHAD

COLLECTION

LEATHER

ABOUT COLLECTION



This collection highlights the visual merchandising work completed over the past months at Mashad Leather by Marzieh Narimanpour.





OUR VISION

At Mashad Leather, we value timeless design, refined craftsmanship, and authentic presentation.



STORE DISPLAY APPROACH

Each display is designed to tell a story.
I use color, proportion, spacing, and lighting to create atmosphere and guide customer movement.



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STYLE DIRECTION

The styling is built around quiet luxury and natural earth tones. Neutral palettes allow the leather craftsmanship to stand out. The result is a timeless, calm, and premium visual experience.



STYLING
NARRATIVE





DESIGN DIRECTION

This season's concept focuses on warm leather tones and minimalist styling, with an emphasis on texture and craftsmanship. Each display is composed to create a calm visual atmosphere while keeping the product as the focal point.

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PRODUCT DISPLAY

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Each product group is styled to suggest real use and lifestyle, emphasize material quality and stitching, and create an inviting, touchable presentation.





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WARM TEXTURE FOCUS



COLLECTION





TONE ON TONE

Exploring harmony within a neutral palette.





QUIET

Where space creates emotion.



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SUBTLE ELEGANCE



Soft structure meets crafted detail.





WINDOW DISPLAY

Hero product placement with clear visual hierarchy.



BALANCE

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A calm arrangement where each piece has room to breathe.

Refined pieces for everyday ease.



ESSENTIALS





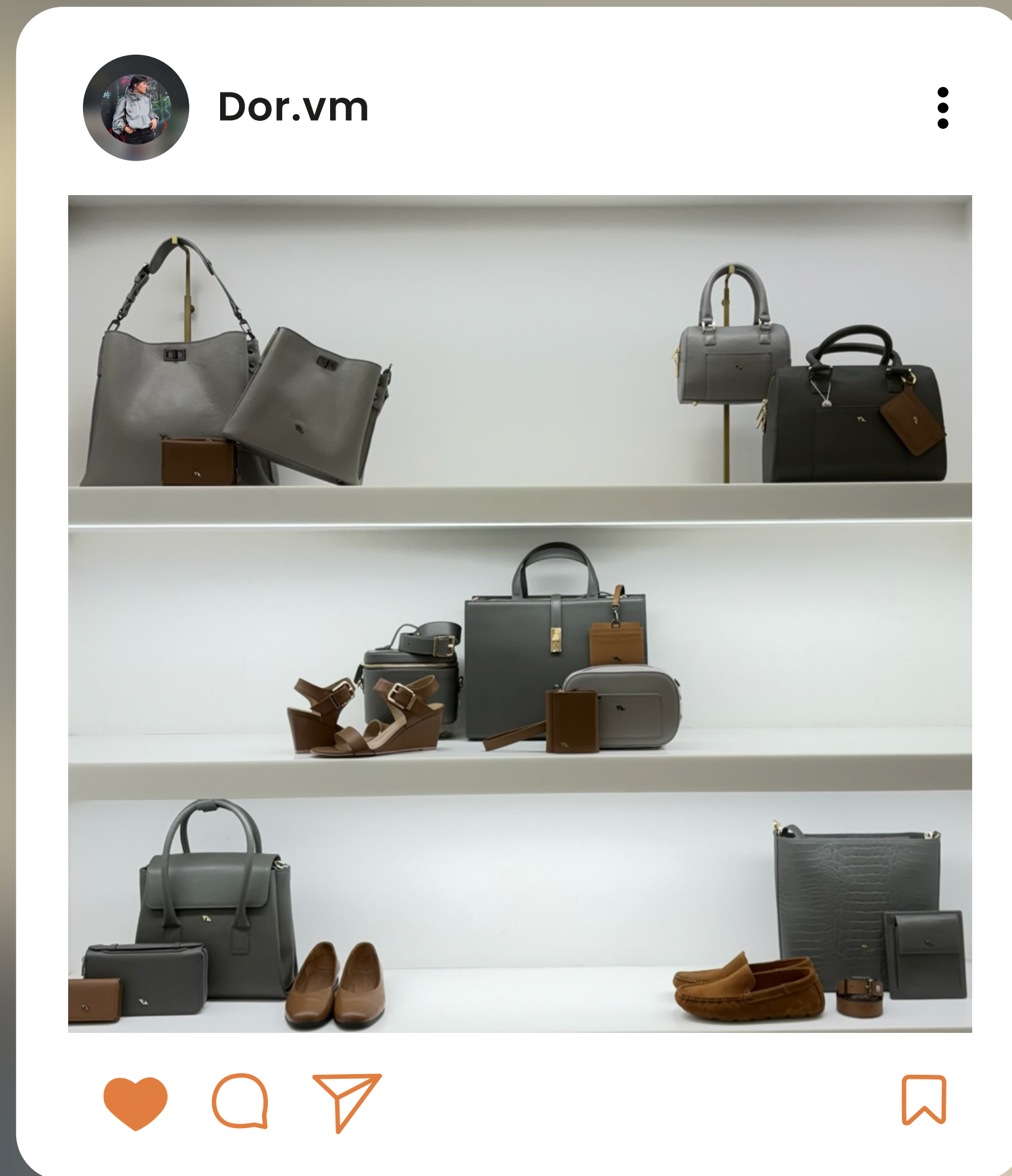
CALM SURFACE



Soft color tension creates a gentle, understated presence.



LITTLE DETAILS
MAKE BIG
FEELINGS.



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CONNECT WITH MARZI

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