

RESUME



SHIRIN TAGHIZADEH

PROFILE

New York-based fashion creative working at the intersection of luxury retail, trend forecasting, and brand storytelling. With hands-on experience at Coach in styling, content creation, and merchandising, I focus on crafting visuals and assortments that resonate with today's luxury consumer. Currently preparing to pursue an MBA in Fashion & Luxury to further merge commerce and creativity.

FASHION INDUSTRY EXPERIENCE

COACH | SALES SUPPORT II & SOCIAL INFLUENCER 2022-PRESENT

At Coach, I merged client-facing strategy with brand storytelling — contributing to both elevated in-store experiences and globally visible content. As a top-performing associate, I brought a buyer's eye to the sales floor, executed trend-aligned merchandising, and created influencer-driven content featured on Coach.com.

- Featured on Coach.com for influencer content, bridging retail styling with global brand storytelling
- Ranked Top 3 in-store for ADT and UPT YTD 2024, reflecting strong commercial performance
- Conceptualized and launched the "Style Stories" Instagram series to amplify seasonal drops and drive engagement
- Executed visual merchandising layouts aligned with trend direction, brand DNA, and product flow
- Delivered high-touch styling and clienteling experiences for top-tier clients through storytelling and personalization

Core Focus:

Luxury Sales Strategy · Visual Merchandising · Trend Forecasting · Digital Content Creation · Retail Analytics · Client Experience · Brand Storytelling

KRNL MAGAZINE — MODEL & STYLIST, SPRING EDITORIAL SHOOT SPRING 2023

Participated in KRNL Magazine's Spring 2023 editorial photoshoot in collaboration with the Coach Influencer Program, styling and modeling looks featuring the Coach Tabby. The shoot explored themes of Gen Z luxury, self-expression, and seasonal color theory, aligning with Coach's brand aesthetic and the magazine's creative direction.

- Styled full editorial looks featuring Coach accessories, aligned with the shoot's concept and brand codes
- Modeled in the Spring editorial shoot as part of Coach's seasonal influencer push
- Supported on-set with creative direction, wardrobe styling, and posing adjustments
- Collaborated with photographers and editors to maintain visual cohesion and brand storytelling

Core Focus:

Fashion Styling · Modeling · Editorial Production · Brand Collaboration · On-Set Direction · Visual Storytelling

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CONTACT

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FASHION INDUSTRY EXPERIENCE

COLORME SPRING FASHION SHOW — STYLIST SPRING 2023

Curated runway looks featuring Coach handbags and accessories, bringing a Gen Z-forward, luxury aesthetic to a live fashion production. Focused on translating brand identity through trend-driven styling, cohesive visual merchandising, and real-time decision-making backstage. Worked cross-functionally with designers, models, and production teams to execute a polished, on-brand show experience.

- Styled models using Coach pieces to elevate product storytelling and runway impact
- Curated accessory edits aligned with seasonal trend direction and brand codes
- Collaborated with backstage teams to manage quick changes, styling adjustments, and live coordination

Core Focus:

Runway Styling • Luxury Product Placement • Brand Storytelling • Live Event Execution • Cross-Team Collaboration

FASHION INDUSTRY EDUCATION

BERKELEY COLLEGE, NEW YORK, NY

BBA in Fashion Merchandising & Management

Concentration in luxury retail strategy, buying, trend forecasting, branding, and digital innovation. Completed industry-focused projects in editorial collaboration, fashion show production, and real-time trend forecasting.

PARSONS SCHOOL OF DESIGN – THE NEW SCHOOL | 2024

Certificate in Fashion Business Essentials

Certificate in Fashion Industry Essentials

FASHION INSTITUTE OF TECHNOLOGY (FIT) | 2024

Certificate in Fashion Styling Foundations

CONDÉ NAST COLLEGE OF FASHION & DESIGN | 2024

Certificate in Creative Direction