

## NAILA AFANDIYEVA

26.01.1976

Chodska 1331/32 Prague, Czech Republic, 12000

[www.nanay.cz](http://www.nanay.cz) +420 775 929 030 [nanay.cz@gmail.com](mailto:nanay.cz@gmail.com)

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*Aesthetics and Elegance inspire my Creativity and are the Values that I appreciate the most*

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### ACHIEVEMENTS

- ✓ 15 years in women's apparel design: Designer, Dressmaker and Personal image Consultant
- ✓ 5 years of interior / exterior design: Product Designer and Home Décor Advisor
- ✓ 2 years in film-making: Art Director and Set Decorator, Screen Writer

### QUALIFICATIONS

- Strongly marked spatial reasoning and visualization
- Extremely keen eye on proportions and composition in frame
- Excellent sense of style, color / texture combinations
- Strong hand sketching abilities: pencils, watercolors, pastels

### PERSONAL CHARACTERISTICS

- Highly responsible, accurate, punctual and very well organized
- Creative thinker and idea-maker, very effective in brainstorming
- Focused on self-development and self-improvement
- Enthusiastic and motivated, driven by positive creative energy

### LANGUAGES

EN (Fluent), CZ (Fluent), RU (Fluent), AZ (Native), TR (Communicative), FR (Beginner)

### EDUCATION

1992 – 1998. AZERBAIJAN STATE UNIVERSITY of CULTURE and ARTS. Baku, Azerbaijan.

- Master of Fine Arts, June 1998. The History of Silk Painting. Collection of batiks
- Bachelor of Applied Arts, June 1996. Decorative metal, Jewelry design, Fashion, Textiles and Carpet making.

## PROFESSIONAL EXPERIENCE

2021 – Present. **Art Director, Film Set Designer and Decorator.** Prague, Czechia.

In collaboration with FAMU international and Prague Film School worked mainly on short film production. Transformed spaces into a film set according the script, characters actions and characteristics. Meanwhile, focused on screenwriting and directing.

2005 – 2021 **Brand Founder, Designer, Dressmaker, Art Director, Personal Image Consultant**

**“NANAY designing with love”** brand presented bespoke special occasion clothing for women, including individual consultations on personal style and wardrobe analysis according to specific body type. Stitch by stitch, without assistants and advertising agencies, I have managed to build my brand and reached my highest point of self-realization and recognition as a bridal fashion designer in Prague.

## RESPONSIBILITIES

- Managed boutique approach to each customer and services
- Developed patterns and styles according clients individual requirements
- Assisted with selecting types of fabric, embellishments and accessories
- Organized photo shoots, models castings and presentations
- Presented seasonable collections on annual Prague wedding fairs
- Delivered end products to clients with precision and punctuality

## SKILLS & ACHIEVEMENTS

- Established a network of make-up stylist and photographers
- Intuitionally improved patternmaking, sewing, draping and beading skills
- Obtained and applied knowledge of brand concept and identity creation
- Managed marketing strategy and campaign development
- Elevated the annual growth from 30% to 95% of satisfied customers
- Gained Trust & Recognition from both, customer and competitors sides.

## SUBSEQUENT PROJECTS OF THE BRAND

2019 -- 2021 **“NANAY sharing with love”** project was founded to empower independent women to create an Elegant Image of an integrous confident woman. Offered on-line / off-line consultations on individual style and image; webinar on “History of Fashion and Women’s path to independence” which was also presented at ORACLE company’s special event dedicated to a Women’s Day.

2019 – 2021 **“NANAY textile design & couture”**. Through personal know-how brought innovation into traditional technique of wet felting. The original texture of fabrics was achieved through the use of the finest Italian merino wool and viscose fibers, combined with beads and sequins. Final products: collection of exclusive evening gowns and hand-made scarves.

2016 – 2019 **“ÓNA color wear”**. Start Up project - limited edition “ready to wear” women’s clothing brand with a wide range of complementary colors & styles. Concept based on idea of capsule wardrobe. Project was considered for further production, but for the lack of financial investments got temporary suspended.

- Created business plan based on local marketing analysis
- Developed: brand concept and strategy, store design and merchandising
- Created a unique system of color combinations
- Outsourced small scale manufacturers, fabric and trim suppliers
- Conducted negotiations on samples and pattern development
- Purchased fabrics at wholesale market and created prototype collection.

2000 – 2005 **ABC Construction Ltd - Forged metal Product Designer. Home Décor Adviser.**

Lead of design including quality control of the end product: balconies, railings, fences, furniture and other decorative elements. Company also was distributing and using high quality European products and materials: furniture, doors, wallpapers, lights etc.

- Managed accounts with the exclusive customers
- Developed over a hundred unique designs
- Collaborated with best local architects and interior designers
- Gained valuable knowledge about of all kind decorative materials.

1998 – 2005 **Freelance Florist.** Baku, Azerbaijan.

Worked with natural / artificial flowers and created decorations for ballrooms, weddings and corporate events. Collaborated with wedding planners and local wholesale flower suppliers.

*Let's bring harmony into our lives together!*