



REFLEKT

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STYLE IS
ABOUT THE
PEOPLE
NOT THE
FASHION



HOMEIRA

GOLDSTEIN

What was your upbringing and family life like?

As a descendent of the Qajar Royal Family in Iran that ruled until 1925, growing up was formal with many social etiquettes and protocols. While I was adventurous and spent more time with my male cousins, going hiking and running, I was also supposed to conform to all the formalities I grew up with. Particularly around my grandmother.

Meanwhile, fashion, food, and social gatherings were part of daily life. Big dinner parties and soirees with glamorous fashion were held in great settings like my great-uncle's palace. These were usual happenings. I have to mention that food was always scrumptious and an important part of the evenings. Children were not allowed to officially attend the parties but we witnessed everything. My cousins and I could not wait to grow up so we could attend the parties officially.

What are your earliest fashion influences?

My mother and other women in my clan. Particularly my Aunt Eftekhar and my grand-aunt Fatti! My mother's cousin, Fattaneh, was so beautiful. She was like a statue carved out of marble. She wore clothes that



One of Homeira's style idol: Aunt Eftekhar



For the most part though, I have to say my Aunt Eftekhar. I spent lot of time with her doing different things: going fabric shopping, looking at fashion magazines, watching her pose for pictures, going to movies, etc. Somehow we connected and she loved my sense of desire to explore and improvise. The fashion was exquisite. Everything was custom made. We used to buy material and have our clothes made. Looking at fashion journals and going to the tailor was part of what we did. Most materials were from Europe and beautiful. Embroidered gold lame, fancy woven Fabric, antique applique with rich gold lame, silk, satin Duchess, silk taffeta, georgette, chiffon, guipure lace, gabardine, on and on...

How did you develop your personal style?

It is very intuitive! It is also what works for your body and who you are. I believe dressing is art. just like painting on canvas, shaping metal into sculptures, composing poems in written deliverance, creating drama with facial expressions, or choreographed dance. What you wear is your creation and your look is an expression of who you are and how you portray yourself to the outer world. The end result is... YOU, YOUR CREATIVITY and YOUR ART. For me style is a sense of adventure in life, a sense of freedom. Looking for something new, different, and exciting! Searching for the answer to my MODO questions, WHAT IF? What NEXT? I follow the same path with everything I do in my daily life. Without any training in design or production, I made a dress when I was 11years old. The memory of it is so vivid in my mind that I can recreate to it today. It was a sense of adventure to do something I had no idea how to do.

If you had to wear one outfit for a whole week. what would it be?

My basic black bell-bottom pants with a skirt over it and a tube top or body suite!



FOR ME STYLE IS A SENSE OF ADVENTURE IN LIFE, A SENSE OF FREEDOM. LOOKING FOR SOMETHING NEW, DIFFERENT, AND EXCITING!



How do you feel people react to your form of dress?

I am happy to say that I have not had any negative comments about how I dress but I dress for myself. My body is my canvas. I can put on it whatever I want. I am not affected by what other people think or say. I know who I am and am comfortable with it.

I know you are a vehement un-traditionalist. but do you have a garment you feel sentimentally attached to?

I can't quite say that I have one garment that I feel sentimentally attached to, but I love a pair of jeans embroidered with flowers and butterflies that I bought in London in the 70s (even though I really don't wear jeans).

Instead, I am sentimentally attached to Indian Sari because to me fabrics is art and colors play an important role in my daily life.

You have said In a prior Interview •out of constraint comes creativity. Do you constrain yourself or follow some type of creative guidelines?

Life is full of constraints. We are constantly presented with limitations. To be creative you can't follow rules, and need to examine guidelines. There is a certain kind of TRUTH that you should consider in your process of creativity. However, creativity does not like boundaries.

What do you do to recharge your creative Juices?

Boredom is a great recharge! I get bored when I am not creating. Life without creativity is a day without sunshine. I don't limit my creativity just to fashion. I follow the same motto in my cooking, tablescaping, parties, workouts, social relationships, etc.

What are your last words or advice?

Get to know yourself physically, mentally, and emotionally. Then be true to yourself and honor yourself. You are a creation. You are art! Remember, there is no such thing as a perfect body or person. Your imperfections are your assets and give you character. Break away from rules and be free. Use constraints as opportunities.

