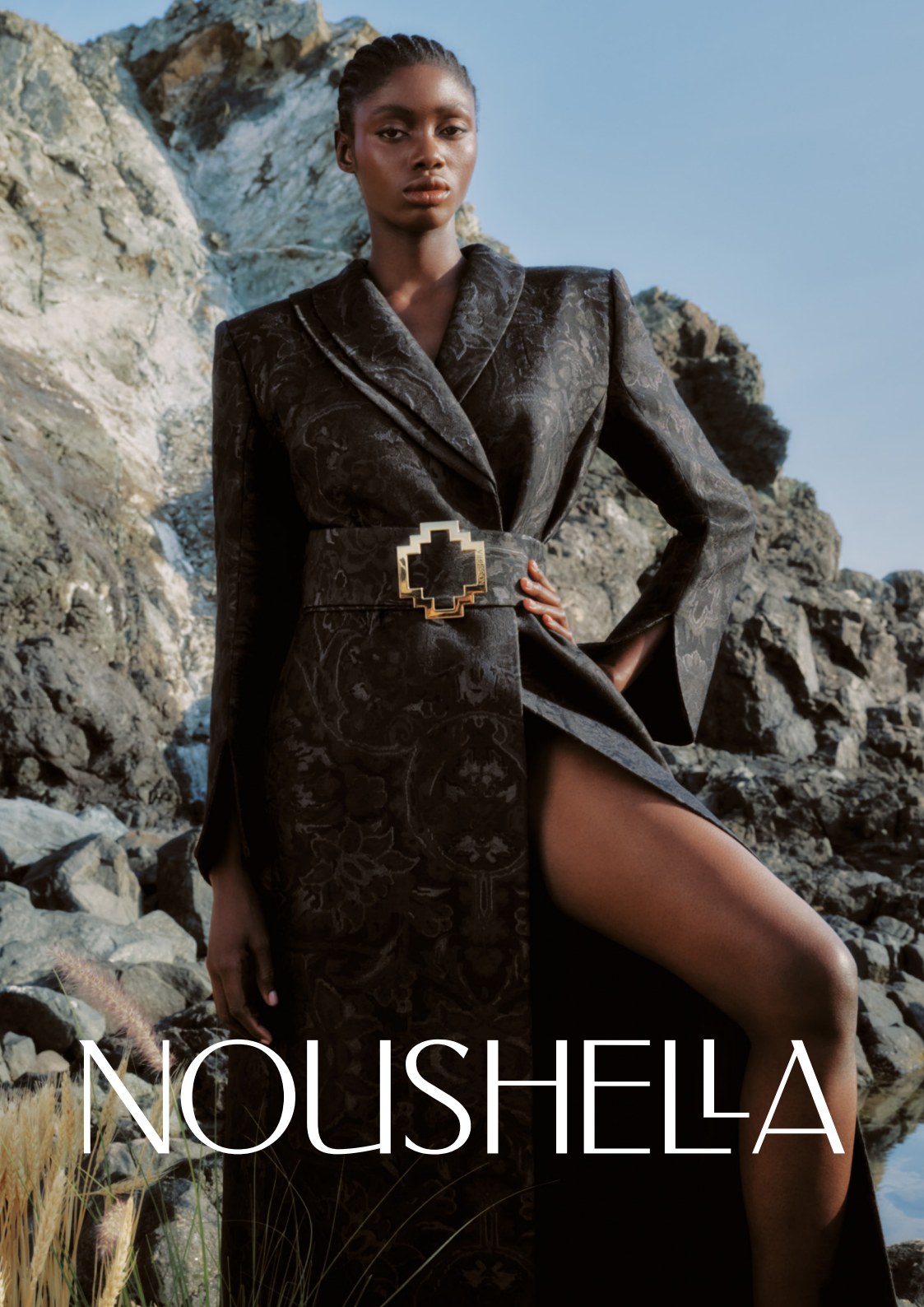




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NOUSHELLA

NOUSHELLA

Noushella, a luxury fashion brand for women, is the brainchild of its founder, Noush Navazani.

Noush's experience as a trained psychologist, together with her work in London's fashion industry opened her eyes to the pressing need to raise awareness of mental health challenges, and the positive ways in which mental outlook can be enhanced, no matter what a person's psychological archetype.

With that in mind, Noush and her designers set about creating a launch collection that would represent each of the 7 female archetypes in contemporary society, that were originally described by the leading psychologist Carl Jung.

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