

NOMI
I R E L A N D



Naomi Clarke

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Naomi Clarke is the owner and founder of Irish luxury womenswear brand NOMI. Naomi launched her debut collection in November 2023 to roaring success. Selling out styles within weeks and exporting to customers in the US, UK, UAE, Australia, Spain, Germany and more in her first week of launch. After witnessing countless women's emotional journeys in changing rooms, from self-discovery to post-baby reinvention during her time as a personal shopper, she saw the need for Nomi – a brand designed to empower women through timeless, elegant pieces. Focusing on premium fabrics, attention to detail and inclusive sizing, Nomi is a celebration of confident, enduring style that makes every woman feel empowered and beautiful.

Naomi has a business degree from Trinity College, Dublin, a diploma in Visual styling and Merchandising from Portobello Institute, and a diploma in Personal Styling & Styling for TV and Film from the Australian College of Fashion. She has worked in various facets of the fashion industry; from fashion PR, to working for Instyle Magazine, Australia, to heading up the editorial division of a large fashion & lifestyle website in Sydney.

Naomi also spent time working in Singapore where she assisted in TV styling and fashion show production. Naomi relocated to Ireland in 2013 and set up her first business 'The Style Fairy'; offering personal shopping, wardrobe detoxing and virtual styling services.

Naomi has high hopes and a clear vision for Nomi over the coming years, with a focus on continuing to create timeless, elegant pieces that make women feel their absolute best on those memorable days.

www.nomi.ie