

APPAREL AND ACCESSORIES

Soul of Nomad melds luxury, technology to attract Silicon Valley affluents

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Soul of Nomad marries tech culture and high-fashion. Images courtesy of Soul of Nomad

By DANNY PARISI

Men's fashion and accessories brand Soul of Nomad is hoping to bring some luxury chic to California's Silicon Valley with its latest luggage collection.

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The brand was founded and is based out of Silicon Valley, a top spot for wealthy tech gurus, but not a location known particularly for luxury apparel. Soul of Nomad is hoping to change that perception while still appealing to the area's tech-focused nature with the new Jet-Setter luggage collection.

"Dune Jet-Setter Collection is inspired by the spirit of discovery and a strong will of a modern man to drive those new frontiers forward," said Nazy Paltachev, founder and CEO of **Soul of Nomad**, Palo Alto, CA. "We connect that spirit of the man from the past to the future.

"When it comes to discovery of new continents, new technology or even new planets - a modern man can do it all," he said.

Discovery

For many, Silicon Valley conjures up images of Steve Jobs-esque figures, smart people wearing turtlenecks and baggy jeans, and not the pinnacle of high-fashion apparel.

But with the amount of wealth being concentrated in the area, Silicon Valley is a perfect target for luxury brands. That is part of the goal of a new fashion brand, Soul of Nomad, which was founded in Silicon Valley in 2015.



Soul of Nomad's new luggage collection

The brand is looking to bring a luxury chic to Silicon Valley, with sharp tailoring and inspired designs. The latest collection the brand is promoting is its Dune Jet-Setter collection of luggage.

Soul of Nomad's collection is inspired by the combination of luxury and tech. One of the pieces, the Voyager-2, is named after the space probe launched by NASA in 1977.

Mr. Paltachev, Soul of Nomad's founder and CEO, is inspired by the creativity and ingenuity that the tech culture of Silicon Valley fosters and that spirit of creativity informs the designs.

Soul of tech

The marriage of tech and luxury is not a new phenomenon. Silicon Valley has its own share of luxury shopping centers, such as a Bloomingdale's that incorporated the local affinity for all things tech and mobile into its first fully mobile store.

Featuring smart dressing rooms, mobile checkout, consumer-facing tablets and sales associates armed with mobile devices, the store in the Stanford Shopping Center heightens the omnichannel experience for shoppers. This neighborhood is a good testing ground for new retail technologies, which Bloomingdale's may want to carry over to other locations ([see story](#)).

The luxury scene in Silicon Valley even warranted its own regional coverage in Modern Luxury.

Expanding outside of the San Francisco Bay Area to cover Silicon Valley was an obvious choice for Modern Luxury. As wealth has accumulated in Silicon Valley, now one of the leading wealth-generating markets in the world, the region has become a center of culture and community well beyond its link to technology and consumer electronics ([see story](#)).

While Silicon Valley is still not the first thing that jumps to mind when talking about luxury fashion, Soul of Nomad is working to change that perception and the brand has no reservations about operating outside the typical luxury centers such as New York or Paris.

"We love it," Soul of Nomad's Mr. Paltachev said. "Ultimately we expose what Silicon Valley is all about - determination, persistence and in many ways is about not giving up, regardless of the challenge.

"Importantly we enjoy our extensive connections within the high-tech community, which provides our company access to certain technologies and resources ahead of our competition. Soul of Nomad continues to carry that unique Silicon Valley's DNA of causality, comfort, and versatility," he said.

"Considering that many of our clients are from New York, Los Angeles or other parts of the world, all of our customers share the same personality traits: they seek more than just a logo - they seek value and experience - they aim to obtain the reflection of who they are. They are individuals that are willing to try something new."