

NAJANNI DUFFUS

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## PROFESSIONAL PROFILE

Multidisciplinary fashion creative with expertise in design, styling, modeling, and garment construction. Founder of FRÊELYFÊ, a luxury streetwear brand known for its bold textures, cultural storytelling, and high-fashion visual identity. Accomplished model and stylist with extensive experience working with emerging designers, high-profile creatives, and fashion shows across New York and London. Known for fusing authentic energy with polished execution across all platforms from runway to concept direction.

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## EXPERIENCE

### Founder & Creative Director — FRÊELYFÊ

New York, NY | 2022 – Present

- Designed and launched capsule collections rooted in bold self-expression and luxury streetwear
  - Oversaw full production: design, construction, and campaign execution
  - Built brand identity with premium materials such as leather, denim, and flux fur, visual lifestyle / culture.
  - Directed styling and creative direction for content, campaigns, and fashion events
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## STYLING EXPERIENCE

- Segun Olubi (NFL Player) – 2024
- IMG Upcoming Models – 2024
- James Corbin (UK) – 2025

- Global Fashion Agency – (2024 – Present)
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## **MODELING EXPERIENCE**

Campaigns / Runway / Lookbooks:

- BVFW – New York Fashion Week – 2024–Present
  - BVFW - Paris Fashion Week - 2025
  - The Creative Fashion Show – 2024
  - Hype Hair magazine Runway Show – 2024
  - AKOMI – 2024
  - FUSE Fashion Show – NYFW – 2023
  - HUBANE – 2023
  - Seized Clothing – 2024
  - Giovanni's Clothing – 2024
  - Trimingham – 2024
  - Joseph McRae – 2024
  - Prophet Envoy – 2024
  - K. Daniels – 2024
  - Larry Underwood – 2023–2024
  - Lamark Cole – 2023
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## **SKILLS**

- Fashion Styling & Editorial Direction

- Runway & Print Modeling
  - Fashion Design & Garment Construction
  - Visual Branding & Campaign Development
  - Texture & Fabric Layering Techniques
  - Creative Direction & Team Collaboration
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## **TOOLS & TECH**

- Adobe Creative Suite (Photoshop, Illustrator)
  - Procreate, Canva, Milanote
  - Industrial Sewing Equipment
  - Instagram Reels, TikTok Creative Suite
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## **EDUCATION & TRAINING**

Self-taught designer and stylist with a strong foundation in hands on fashion production, campaign styling, and creative modeling.

Currently expanding skills in Information Technology to enhance digital production and branding strategies.