

# Nazym Paltachev: Finding the Soul of Nomad

Nazym Paltachev awoke one morning and decided to do it.

He was going to risk it all at the age of 36 on an idea. He was going to create a luxury fashion brand from the ground up.

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Nazym has previously worked in oil and gas, real estate development, and investment banking, but none of them held the passion that he craved.

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“Investment banking was the worst. I hated it. I hated the culture. But, working there almost a decade, it did allow me to travel quite a bit. So, if I hadn’t done that, I might not have come up with this idea.”

In his travels, Nazym, saw a ton of high-profile entrepreneurs and executives struggle to look sharp and be comfortable on long flights. Their suits were wrinkled and dirty by the time they landed, but they had a meeting to catch and couldn’t change. Their time is too valuable.

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“This is very common. The world is different. It’s very global now, and people don’t have the time to change outfits between meetings and flights. Plus, they have to hit the bar after work and want to look nice.”

So, luggage and jeans was the answer. He decided on jeans made with premium Japanese denim and authentic rose gold zippers. Jeans that you could proudly wear into an international meeting.

That’s what Nazym envisioned. That’s what he created.

## Making Soul of Nomad a Reality

Nazym put everything on the line for his business.

“Without Soul of Nomad, I have nothing. I have no house. This is it.” He put everything he had into it straight out of the gate, and it almost didn’t work.

But with three kids to support and no safety net, he had to find a way. “The learning curve was steep. I got cheated a few times, but everyone does. I just had to take it in stride.”

**He showed up at Forbes in person and threw down his jeans. They looked at him, and when he told them how much his jeans cost they were intrigued.**

Cheated is an understatement. Picture this. You’re sitting in your garage, it’s dark, cold, and you’re alone, surrounded by crates filled with thousands of pairs of jeans. You’ve invested everything, and no one is buying them. This was the beginning of Nazym’s journey.

“Basically, I got burned. I had the crappiest website you could ever imagine. I didn’t know what to do. I was screwed. But, I grabbed them anyway, and started doing some good old-school American marketing.”

He showed up at Forbes in person and threw down his jeans. They looked at him, and when he told them how much his jeans cost they were intrigued.

“Nobody really makes jeans for \$500. So that crazy pricing kind of got me on their radar. So, they wrote an article about us, the story behind our brand, and our rose-gold plated zippers. We were in the Top 7 Luxury Brands, right between Tom Ford and Gucci. It was crazy.”

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Then the calls started coming in. He was getting orders from Saudi Arabia and Japan, and was happy to make them happen. He’d finally made it to the big leagues.

“From then on, Mark Cuban started wearing my jeans, and we just started to take off. For a luxury brand; it isn’t about the numbers, it’s about perception. That’s what’s most important, and we were acing it.”

**As a self-made man sitting next to world famous fashion designers, Nazym knows what he’s talking about**

As a self-made man sitting next to world famous fashion designers, Nazym knows what he’s talking about. Since then, Soul of Nomad has taken off as a purveyor of luxury fashion. They’ve been dealing with constant demand from buyers and with the interest of international designers.

Nazym and his humble team of four full-time workers never expected that they’d make it as big as they did. They’d hoped and dreamed they would, but so few people get to see their dreams become reality, and even fewer are able to seize the opportunity when it presents itself.

## The Secret to Success

Building healthy and reliable business relationships is the cornerstone to Soul of Nomad’s success. Nazym prides himself on paying his suppliers on time, or even early when it’s possible.

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“I always pay on time. Even when I was struggling. It’s really important, because I understand how tough it is to survive without reliable payments. I’m a manufacturing guy, I get it. Plus, without money, my suppliers go under. I won’t let that happen.”

With Veem, Nazym could do just that.

“The best parts about using it are saving money and payments getting into my suppliers accounts faster. On one wire transfer I can save €600, I can use that to hire a videographer in Milan.”

Thanks to using **Veem**, Nazym’s suppliers love him. “They joke that even Chanel doesn’t pay like I do.”

For Nazym, it’s about trust, and building a bond between himself, his suppliers, manufacturers, and the customer. That philosophy extends into all parts of his business, from payments to product.

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“I don’t want to sell through department stores. They sell more, but I’d rather produce only 1000 pieces, sell them all, and have my customers be happy that not a lot of people have them. They’re special.”

From a Silicon Valley garage to a global luxury brand. From selling nothing, to exploring markets in Asia, Europe, and the US. It all seems a bit surreal. But, not for Nazym.

“That’s just entrepreneurial life. If I could go back, I’d do it all over again.”

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