

VALLEY STYLE

On 'Vacation'

In Charge: Parham Nabatian
at marketing firm **Infinite**
Communications in Sherman Oaks.



Burberry Swiss Watch, \$500.

Treat every day like it's a beach day. The 31-year-old founder of **Infinite Communications**, a marketing and design firm in Sherman Oaks, attributes much of his success to following that mantra and living each day to the fullest – as though on vacation.

"(When) I came back from a trip to Barcelona and Croatia, I was so happy," **Parham Nabatian** recounted. "I came back and I started using that same energy here, saying 'Hi' to everyone the way I would on a vacation. I received so much (positive) feedback, closed more clients and retained more clients."

The millennial entrepreneur launched the marketing company in 2008, and now juggles dozens of clients. He and his two partners – **Ali Soufi** and **Kayvan Mott** – along with three team members provide an array of marketing services including Internet and social media promotion; web and print design; and

media relations services.

Infinite Communications' 1,200-square-foot office is inside a business park along Ventura Boulevard. Its crisp white walls and spacious interior promote an open environment that Nabatian works to foster with the staff.

The office holds very little furniture to avoid unnecessary clutter, with only computers atop staffs' white desks. A motivational vision board graces the wall, bringing a little color and a personalized element to the office. Nabatian said the vision board – which team members post to at their leisure – has been with them since the company's inception, generating positive energy and good vibes.

"This is a nice building so we decided to go with a minimal, clean look," Nabatian explained. "Our office is very collaboration friendly – that's why the outside is wide open and the main offices look outside so we all

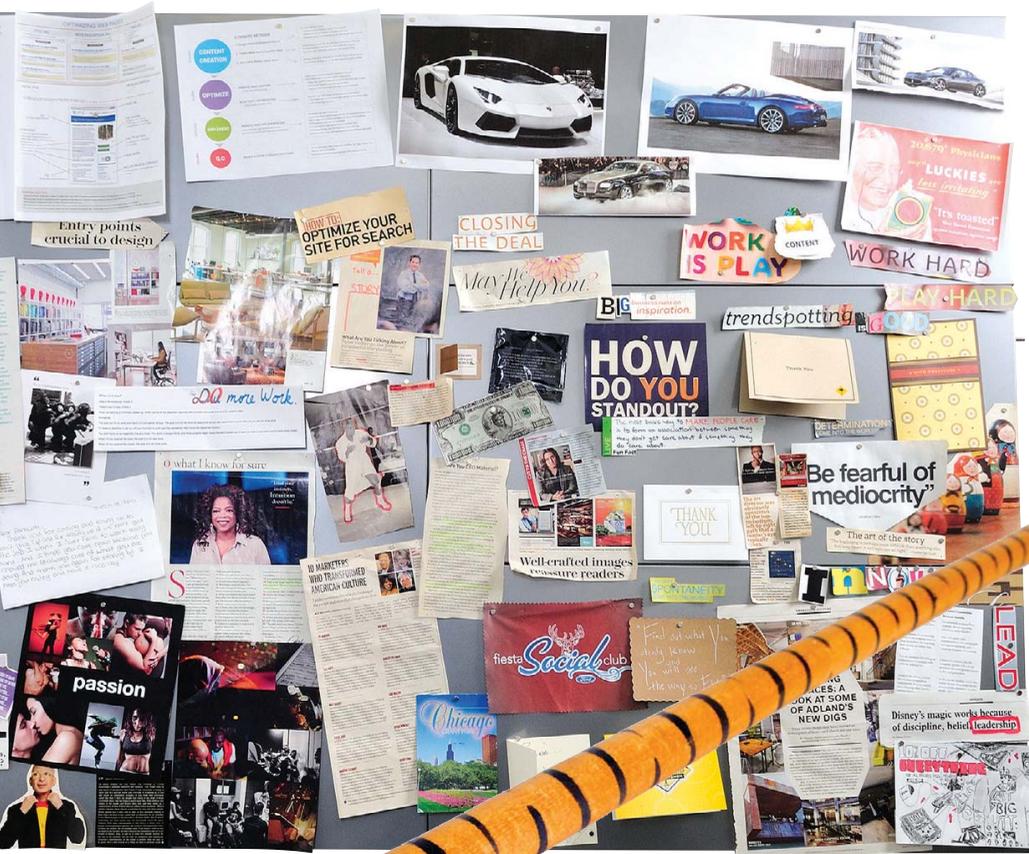
can talk with each other. I'm very big on team communication and team chemistry."

It's no surprise that Nabatian puts as much time and consideration into his personal style as he does the company's image. The owner often wears chic and business casual ensembles that further accentuate his personality. Nabatian's go-to brand is **Scotch & Soda**, a youth clothier headquartered in the Netherlands. The owner purchased both his favorite \$300 gray blazer and \$150 blue jeans from the company.

Infinite Communications' staff dresses equally casual, except when clients make the occasional office visit.

"We're selling first impressions and perception to our clients, promising that we'll improve their brand identity and their look," Nabatian said. "So it's very important that we look great."

– Champaign Williams



Visionary: A motivational board meant to inspire the team; it has traveled with the company since its inception in 2008.



QC the Tiger: The firm's 'quality control' mascot, meant to symbolize a standard of excellence the firm aims for when creating content or developing websites for clients; \$15 at **Cost Plus World Market**.



Suite: Nabatian kicks back in his executive office.

'We're selling first impressions and perception to our clients.'
PARHAM NABATIAN,
Infinite Communications



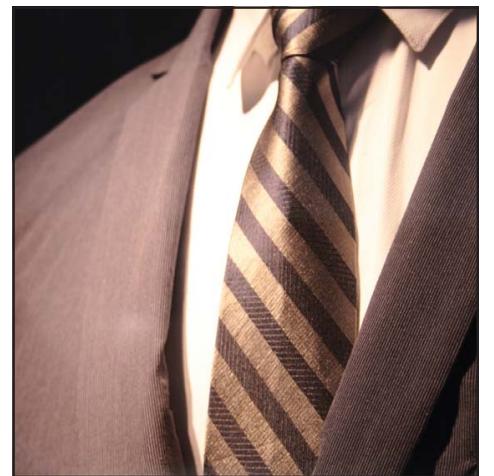
John Varvatos boots, \$150.



The Lion King: Figurines from one of Nabatian's favorite movies that inspire him to keep moving forward when the going gets tough.

PHOTOS BY THOMAS WASPER

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