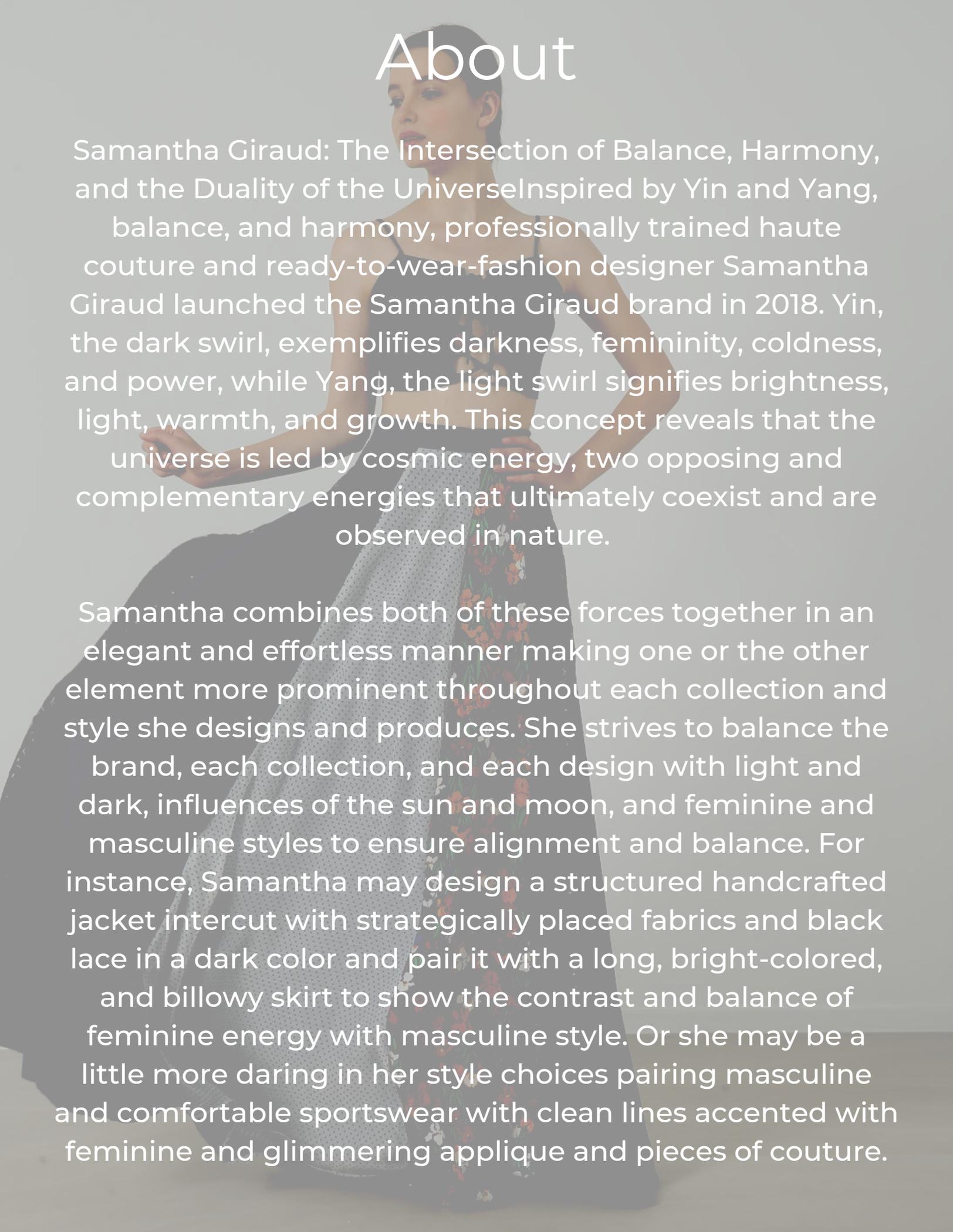


# Samantha Giraud

Media Kit 2019

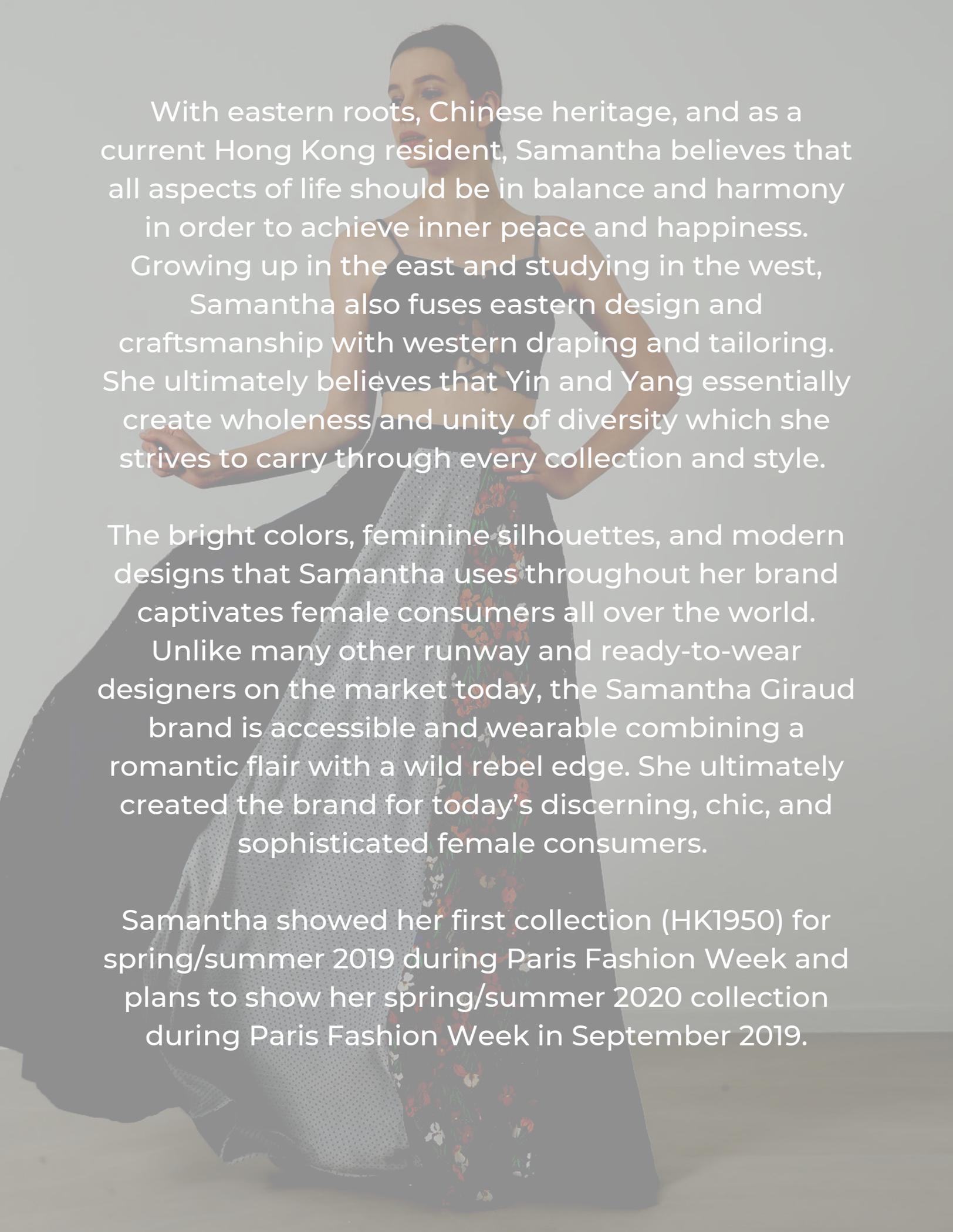


# About

A woman with dark hair pulled back, wearing a black spaghetti-strap top and a long, flowing skirt with a light-colored polka-dot pattern and a vertical floral applique. She is standing with her hands on her hips, looking slightly to the left. The background is a plain, light-colored wall.

Samantha Giraud: The Intersection of Balance, Harmony, and the Duality of the Universe Inspired by Yin and Yang, balance, and harmony, professionally trained haute couture and ready-to-wear-fashion designer Samantha Giraud launched the Samantha Giraud brand in 2018. Yin, the dark swirl, exemplifies darkness, femininity, coldness, and power, while Yang, the light swirl signifies brightness, light, warmth, and growth. This concept reveals that the universe is led by cosmic energy, two opposing and complementary energies that ultimately coexist and are observed in nature.

Samantha combines both of these forces together in an elegant and effortless manner making one or the other element more prominent throughout each collection and style she designs and produces. She strives to balance the brand, each collection, and each design with light and dark, influences of the sun and moon, and feminine and masculine styles to ensure alignment and balance. For instance, Samantha may design a structured handcrafted jacket intercut with strategically placed fabrics and black lace in a dark color and pair it with a long, bright-colored, and billowy skirt to show the contrast and balance of feminine energy with masculine style. Or she may be a little more daring in her style choices pairing masculine and comfortable sportswear with clean lines accented with feminine and glimmering applique and pieces of couture.

A woman with dark hair pulled back, wearing a black spaghetti-strap top and a long, flowing skirt with a floral pattern. She is standing with her hands on her hips, looking slightly to the left. The background is a plain, light-colored wall.

With eastern roots, Chinese heritage, and as a current Hong Kong resident, Samantha believes that all aspects of life should be in balance and harmony in order to achieve inner peace and happiness. Growing up in the east and studying in the west, Samantha also fuses eastern design and craftsmanship with western draping and tailoring. She ultimately believes that Yin and Yang essentially create wholeness and unity of diversity which she strives to carry through every collection and style.

The bright colors, feminine silhouettes, and modern designs that Samantha uses throughout her brand captivates female consumers all over the world.

Unlike many other runway and ready-to-wear designers on the market today, the Samantha Giraud brand is accessible and wearable combining a romantic flair with a wild rebel edge. She ultimately created the brand for today's discerning, chic, and sophisticated female consumers.

Samantha showed her first collection (HK1950) for spring/summer 2019 during Paris Fashion Week and plans to show her spring/summer 2020 collection during Paris Fashion Week in September 2019.

# Press

JustLuxe  
Affluent Lifestyle Guide

Buzz  
Feed

THRIVE  GLOBAL





LIVID

new | theory

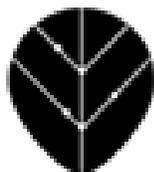




# STYLEMOM



Casual and Chic: International Designer Takes Center Stage this Spring in New Collection



# THRIVE

# GLOBAL

# BAZAR

Harper's

**THAILAND** **ELLE**

**Creative Leadership Magazine**

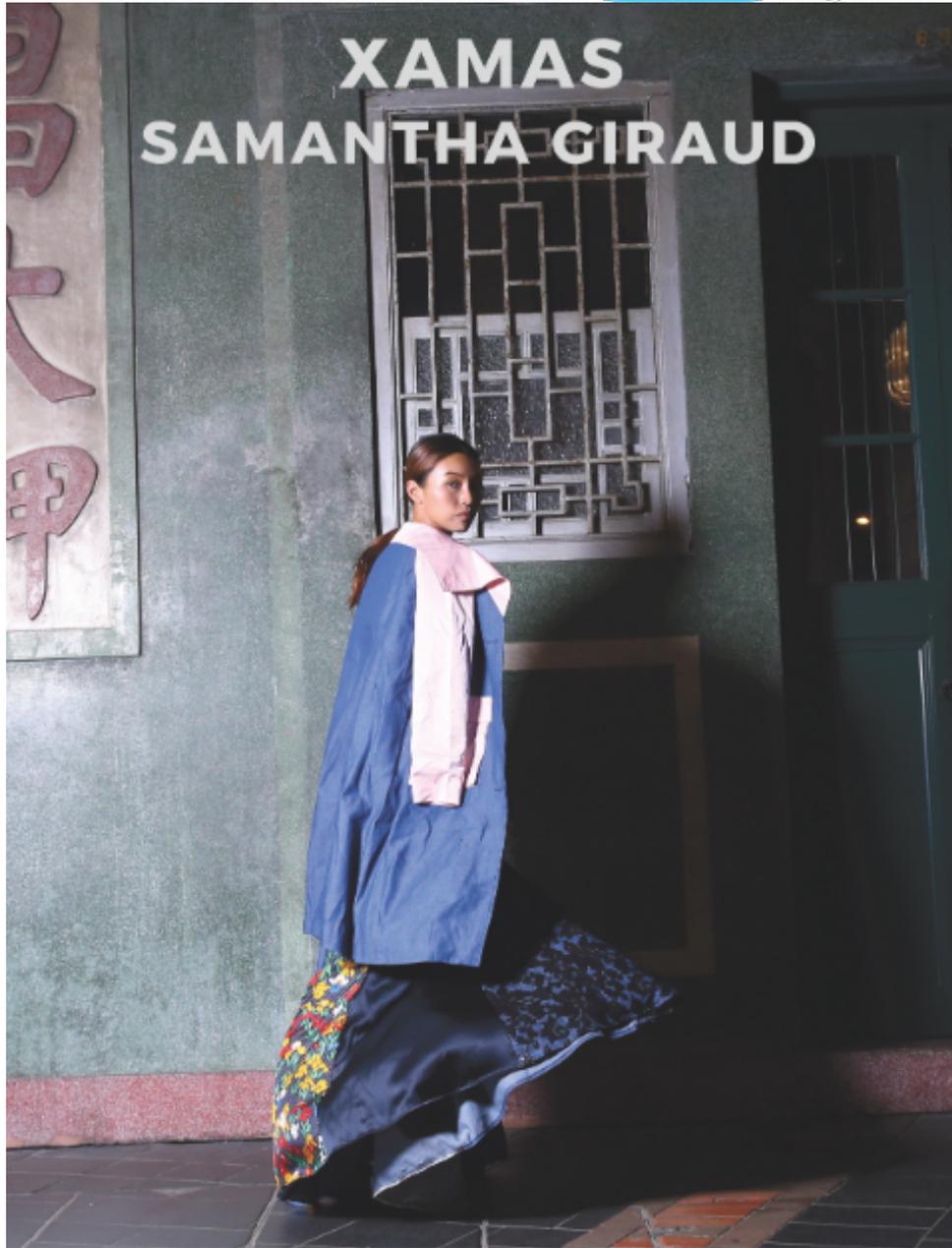
A New Magazine Focusing on the Unique and Interesting.



**STYLEMOM**

**Samantha Giraud Brands  
Debut Her One-of-a-Kind  
HK1950 Spring/Summer 2019  
Collection during Paris  
Fashion Week**





**EFFIGIE**  
PHOTOGRAPHIE



**SAMANTHA GIRAUD**  
Prêt-à-Porter - Printemps-Été 2019

**FASHION**  
**EFFIGIE**

[www.fashion-effigie.com](http://www.fashion-effigie.com)

**FII** ▶  
CHANNEL

