

# Samantha Giraud

Media Kit 2020






# About

Inspired by Japanese culture, art, and style, the Samantha Giraud S/S 2020 collection expresses self-love and the epitome of internal transformation prominent in today's global pop culture.

Haute couture and sportswear designer Samantha Giraud's spring-summer 2020 collection, "The Timekeeper" is an homage to Japanese culture. Throughout this upcoming season's collection, she fuses together bright and vibrant colors and messages of self-love with the classical romanticism and femininity found within Parisian gardens outside of the Louvre during the 1950s.

Many of her designs are tee-shirts that are simple and structured with the main messaging of self-love prominently displayed across the chest; yet, other pieces such as couture dresses, jackets, and tops contain effortlessly chic draping with the utmost detail. Her ready-to-wear pieces promote four horizontal lines as well as the Japanese infinity wave, symbols of self-confidence and inner transformation. She uses sleek masculine tailoring techniques but adds a feminine edge by incorporating applique, embroidery, and sparkling accents. The majority of the ready-to-wear designs in this collection are wearable year-round for most occasions. Some pieces are even unisex..



A woman with long brown hair is standing in front of a dark grey door. She is wearing a long-sleeved, floor-length red dress with a black belt tied in a bow at the waist. She is also wearing red high-heeled sandals. The background shows a light-colored wall with some greenery on the left and a dark grey door on the right.

Samantha's haute couture dresses are modern masterpieces with significant color, bold texture, and embellished details featuring flowing skirts, ornate crystal accents, and mesh bodices. These elaborate dresses are handmade with painstaking attention to detail, the mastery that transcends generations, and has roots ingrained in French history and culture.

These handmade dresses are simply an expression of luxury, opulence, and sophistication in the truest form. Using silk, organza, cotton, and other high-end fabrics, Samantha creates a series of different designs in varying shapes and silhouettes that can be worn separately or as a cohesive collection season after season. Elegant, romantic, and fun all at the same time, Samantha's sense of fashion is appreciated all over the world.



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## Samantha Giraud Paris SS2020

📅 October 2, 2019 👤 Fattie 💎 Posted by: Fattie King, Samantha Giraud Paris SS2020





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