

For Immediate Release:

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International Performance Sportswear and Haute Couture Fashion Designer, Samantha Giraud of XAMAS and the Samantha Giraud Brands Debut Her One-of-a-Kind HK1950 Spring/Summer 2019 Collection during Paris Fashion Week

--Blending classic and timeless elements of eastern fashion and other cultural cues with sophisticated, bold, and edgy styles of the west, Samantha Giraud showcases an approachable and polished yet feminine S/S 2019 collection

Emulating 1950's Hong Kong, Samantha Giraud was inspired by the landscape of the economic revival of the textile industry after WWII to create both a daywear and eveningwear collection that combines her traditional eastern roots with the precise draping, tailoring, and construction techniques of western fashion.

Effortlessness, comfort, and elegance are the brand's core essentials. For the spring and summer seasons, she created a cohesive yet interesting mash up of intricately designed dresses for those sophisticated warm weather events, well-fit coats for the cold spring mornings, lightweight jackets for those cooler summer evenings, and high-quality sportswear for today's multi-generational consumers – whether for work or play.

She is holding her S/S 2019 runway presentation at the exquisitely decorated Parisian venue Salons, Marceau. High resolution images and lookbooks are available upon request.

About XAMAS and Samantha Giraud

Samantha Giraud is the founder and creative director of global performance and sportswear brand, [XAMAS](#) and couture collection, Samantha Giraud. She

established her designing career in 2003 and expanded her fashion artistry while studying at the world-renowned school "Ecole de la Chambre Syndicale de la Couture Parisienne" in Paris.

Her fashion sense is influenced by her mother, bringing about her passion for creating chic, elegant, and high-quality apparel. From bright, vibrant colors and exquisitely streamlined tailoring to ultra-feminine silhouettes and boldly unique yet wearable pieces, her signature style is exhibited with intricate hand beading, exceptional applique, fine embroidery, and rhinestones. Samantha is married, has two children, and splits her time between Hong Kong and Paris.

For more information, please visit [XAMAS](#) for the sportswear collection and visit [SamanthaGiraud.com](#) for the couture collection.

**Connect with Samantha on social media:
[Instagram.com/Giraud.samantha](#)**