

JOY'À MA

LES FLEURS DU RÊVE

SS24 PARIS FASHION WEEK

LES FLEURS DU RÊVE

Inspired by the ethereal beauty and timeless allure of flowers, "Les Fleurs du Rêve" captures the essence of femininity, strength, and grace. This collection is a testament to the notion that empowering women extends beyond the realm of fierce and unapproachable appearances. The power of women lies within their core, radiating strength and resilience while embracing their softness and femininity.

Every garment within "Les Fleurs du Rêve" is meticulously crafted to embody the soft and romantic yet confident spirit of women. The collection showcases a harmonious blend of beading, embroidery, pearls, and crystals, meticulously hand-sewn to create breathtaking designs that evoke a sense of awe and wonder. These intricate details mirror the delicate petals of flowers, glistening like dewdrops in the early morning sun.

By exploring the softer side of empowerment, JOYA MA challenges conventional notions and celebrates the multifaceted nature of women. The collection emanates an aura of elegance and sophistication, allowing powerwomen to embrace their femininity without diminishing their strength. Each ensemble serves as a reminder that power comes in various forms and that women can exude confidence, emotions, and perseverance while embracing their softer, more delicate aspects.

"Les Fleurs du Rêve" is a tribute to the remarkable journey of women, capturing their elegance and their pursuit of beauty. It symbolizes a celebration of their femininity and confidence. Through this collection, JOYA MA aims to inspire women to embrace their true selves, and not to be defined by anyone else. Only you can define yourself.

FAIRY CRANE BLAZER GOWN





WHITE FLOWER BEADED
JACKET AND SKIRT



WHITE PEARL BEADED LONG BLAZER





WHITE PEARL BEADED STRAP DRESS
IN LONG AND SHORT



3D FLOWER CRYSTAL BABYDOLL DRESS



WHITE PEARL BEADED BODYSUIT

LA ROBE BLANCHE





VENUS GOWN



VENUS GOWN DAY-VERSION



THE PINK VERSAILLES BLAZER
THE PINK VERSAILLES PANTS



BLOSSOMING ROSE DRESS





ANGELIQUE SHIRT
BLACK EDEN SKIRT



THE DISCO BLING DRESS



ROSE DE LA NUIT GOWN



FEATHER HEADPIECE





CELESTE HAT W/ PEARL FRINGE

JOY'Λ MA

PARIS FASHION WEEK

October 1st, 2023

[Paris, France]

PARIS FASHION WEEK

COUTURE HIGHLIGHT



SEE FULL VIDEO AT: <https://youtu.be/keQyQPIL4o8>

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FOUNDER AND CREATIVE DIRECTOR JOYA MA

Joya Ma is a multidisciplinary creative with a degree in fashion design and entrepreneurship from the esteemed Parsons School of Design. Born in Los Angeles, California, but have spent her life in Shenzhen, Hong Kong, Arizona, as well as world traveling experience, Joya has a global vision and interpretation of art and fashion. A CFDA finalist and the recipient of Underfashion Lingerie, Joya was a mentee at Carolina Herrera. After working under some of the industry's top talent, with residencies at Christian Siriano, Alexander Wang, Zang Toi and Christian Cowan, Joya launched her own luxury fashion brand Joya Ma. Joya utilizes clothing as a medium and connection to express herself explicitly, upfront, and straightforward. An advocate for women to have their own voice, to be confident, and to encourage everyone to express themselves no matter what culture they come from.

CONTACT



WEBSITE: WWW.JOYAMAOFFICIAL.COM

EMAIL: JOYAMAOFFICIAL@GMAIL.COM

INSTAGRAM: [@JOYAMAOFFICIAL](https://www.instagram.com/JOYAMAOFFICIAL)

YOUTUBE: [JOYAMAOFFICIAL](https://www.youtube.com/JOYAMAOFFICIAL)