

JOYA MA

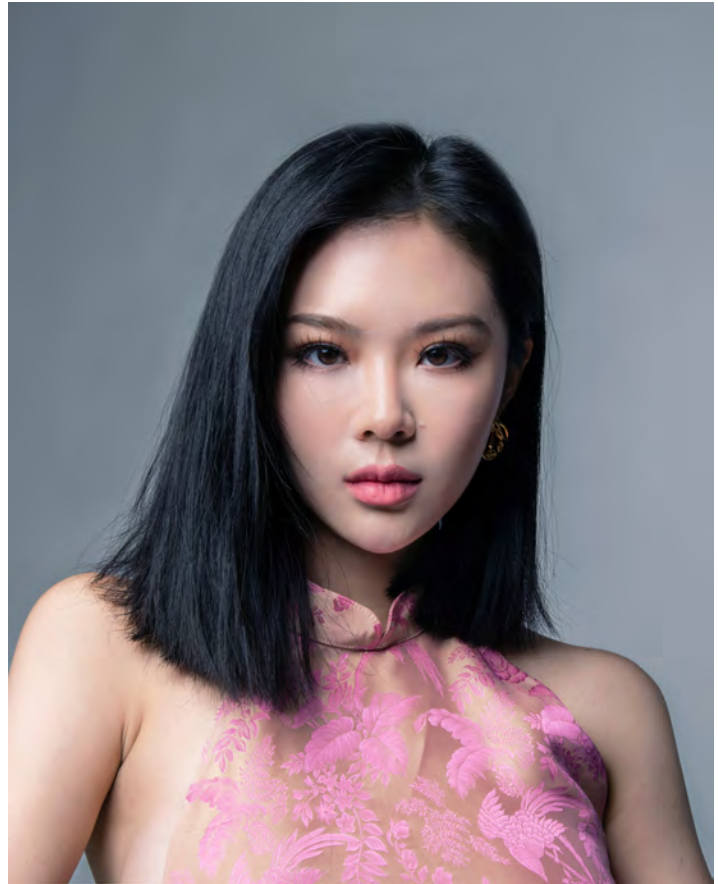
Couture 2023 LOOKBOOK



About Joya

Joya Ma is a designer with an independent spirit. Born in Los Angeles, California, but spent her childhood in Shenzhen, China before coming back to the US at 13 years old for high school. For college she majored in fashion design and minored in creative entrepreneurship at the esteemed and competitive Parsons School of Design in New York City.

In addition to being 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 high-end fashion brand Joya Ma.



Joya had shown her couture collection at New York Fashion Week in February 2023 and made a wow entrance to the fashion and publication world. She had also previously shown at Hispanic Heritage Fashion Show, and KASA Protect Ed fashion show. Not only she wants to empower women, she also cares for a cause in philanthropy in a broader spectrum.

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. Her use of bold highly saturated color and rich textures create high quality captivating pieces that ooze femininity - with an added touch of class, sophistication and a dash of whimsy.

“Everything is just an experience and this life is a trial and journey - fashion is your vehicle.”

**JOYA MA's Body Sacred Collection
on New York Fashion Week 2023**



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Body Sacred Collection

JM

Joya Ma's Body Sacred collection uses compelling designs to empower the female form. She breaks mental barriers with shoulder play, hip accentuation and sharp edges that create a bold statement of celebrating curves in any size or shape. The focus on hands, hips, brains & rib cages is an ode to the strength and sensuality found within us all!





Joya's philosophy is to love yourself first. Our body is our vessel - the connection between our mind and the outside world. The world exists because you exist. There's nothing more beautiful than that. Appealing to the power woman whose values lie in celebrating the body and it's vital role. The sacred space we are in and how we are of this world. Each piece of Body Sacred is designed to show appreciation for all of our curves and angles. It is a deep ode to self love. A collection of sensual cuts. No matter what shape you are, these designs celebrate the curves and movement of the female form.





hip accentuation







JM

At its core, Joya Ma's Body Sacred collection is an ode to self love and sensuality. The focus on hands, hips, brains & rib cages speaks directly to the power woman whose values lie in celebrating her own body as well as those of other women around her.



JOYA MA

Be playful,

Be reckless,

Just be yourself.

JOYA MA











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**shoulder
play**















NYFW RUNWAY





READY-TO-WEAR



JOYAMA



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