

# Mahaud: French Sustainability at Its Finest

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*Sustainable collection with floral accents and vibrant palettes*

NEW YORK CITY, NY, UNITED STATES, November 11, 2024 /EINPresswire.com/ -- [Mahaud Paris](#), under the creative direction of Mathilde Covelli, made a strong impression at New York Fashion Week as part of the suite of shows staged by the Vancouver, Canada based Global Fashion Collective. The audience was duly impressed with the vibrant blend of sustainability and high fashion that graced the runway to close out the 4th show in the series.

Covelli, whose background has served to deepen her understanding of the fashion industry's ecological and social challenges, presented a collection that transformed discarded materials into sophisticated garments that were the envy of many in attendance and will undoubtedly prove every bit as coveted by the fashion consumer come Spring 2025. Featuring high-end pieces crafted from unsold socks and tights, the collection showcased a bright palette inspired by the hues of seasons in play, spring and summer. Each piece seemed to up the ante over the previous with an array of floral elements that added a fresh, dynamic touch to each design.

The runway presentation emphasized Mahaud Paris's commitment to marrying style with environmental responsibility. The collection's inventive silhouettes and clean lines were enhanced by its colourful, nature-inspired hues and intricate floral details, reflecting Covelli's dedication to creating fashion that is both aesthetically pleasing and mindful of its ecological impact.

As the models graced the runway, it was evident that Mahaud Paris is not just a brand but a movement towards a more conscientious future in fashion, celebrating creativity, sustainability, and the beauty of the natural world.

About the Global Fashion Collective:

[Global Fashion Collective \(GFC\)](#) is a platform led by a group of dynamic individuals who share the goal of cultivating an inclusive and diverse fashion industry. Global Fashion Collective aims to accelerate designer development by producing innovative runway showcases globally in fashion capitals to increase international media visibility and expand new market opportunities for their show's participating designers. As the sister company to Vancouver Fashion Week, which has produced shows since 2001, GFC works with a wide range of international designers at all runway shows. Global Fashion Collective operates a showcase during, New York, London, Milan, and Paris Fashion Week.

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