

The soi. Collection: Debuts on the Runways of New York Fashion Week for Spring Summer 2025

Ethereal Expressions Celebrating Personal Identity and Self-Discovery

NEW YORK CITY, NY, UNITED STATES, November 13, 2024 /EINPresswire.com/ -- The [soi. Collection](#) made an enchanting debut during the Spring Summer 2025 runway collections at New York Fashion Week as part of the 5th show in the Global Fashion Collective show week. With a trademark dedication to personal expression and innovative couture, this Tokyo, Japan based atelier took its next step in its journey to becoming an internationally positioned brand the moment the first model stepped out on the runway.

Launched in a small Tokyo atelier in 2022, the brand, whose name means "myself" in French, is built on the philosophy of crafting dresses that embody the wearer's unique story and identity. The collection, guided by the sensitive and passionate direction of brand director Ayana, transcended traditional couture with its deeply personal and empowering designs.

Characterized by its elegant silhouettes and intricate detailing, soi. showcased a palette of soft, nuanced tones that beautifully captured the essence of self-discovery and personal joy. Each piece was a testament to the brand's mission of allowing individuals to authentically express themselves through their attire.

The runway was a celebration of intimate craftsmanship, blending timeless elegance with contemporary vision. As the models walked, it became clear that soi. is not just about couture fashion—it's about wearing one's own story with grace and confidence. The collection offered an intimate touch, light hearted essence, and a fresh perspective on fashion, with its heartfelt tribute to self-expression and personal identity.



Look 03 from the soi. Collection Spring Summer 2025 NYFW show with Global Fashion Collective

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 Tokyo, New York, London, Milan, and Paris Fashion Week.

R. Scott French
VERY New York
+1 917-816-0665

[email us here](#)

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Look 04 from the soi. Collection
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with Global Fashion Collective



Look 05 from the soi. Collection
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Look 08 from the soi. Collection
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Look 10 from the soi. Collection
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