

TIMES SWISS



Fashion

When the Runway Becomes a Story: Paris Fashion Days Revealed the Power of Femininity, Culture, and Couture Artistry

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On **October 3**, Paris Fashion Days took place on the iconic stage of the legendary **Hôtel Plaza Athénée** — a symbol of Parisian elegance and haute couture. On **October 4**, the celebration continued at the prestigious **Morning Panoramas**, located within the historic Palais Vivienne — a venue renowned for its grandeur and cultural heritage in the heart of Paris.

Paris Fashion Days was an exclusive fashion event that brought together international designers, industry professionals, and media representatives in the fashion capital of Paris. This season's runway featured a diverse lineup of talents from across continents, including **MAISON KETI, AKEL COUTURE, MOHIKAS, TREASURES BY TIARA, TINATIN MAGALASHVILI, LAURE SIASSIA, SOFIA KHARCHI, JASIVE & CUADRA, IRA LANGEVIN, HOUSE OF RINA, SARA PEDRAM, LIMA'S ANGELS, ARUNAZ, LLOYD ARCEO, GARAMI SIGNATURE, ELSA FAIRY, LENNIN VILLARROEL, STUDIO ARTIS, PAROMA ALA MODE, MODEBADZE, and THOMAS ABRAHAM** — making Paris Fashion Days a truly global celebration of creativity and couture.

As part of the event, the **Paris Fashion Awards** ceremony was held, honoring outstanding achievements within the global fashion industry. The awards celebrated excellence across multiple categories, recognizing exceptional talent, innovation, and dedication to the art of fashion.

IRA LANGEVIN

IRA LANGEVIN — the fashion house founded by designer, playwright, and diplomat Ira Langevin — presented her collection "She Who Knows." It is not simply a collection — it is a manifesto. The collection presents a striking dialogue between softness and strength, where sculptural silhouettes meet fluid movement. Ethereal gowns in lavender gradients float like mist, crafted from delicately pleated fabrics that cascade around the body with weightless grace. Black-and-white geometric compositions add a graphic edge, while voluminous whites adorned with feather-like detailing introduce a sense of celestial purity. Built on duality, it contrasts architectural structure with fluid drapery, concealment with bold cuts — reminding us that true strength is not loud, but deeply felt.





The evening also honored remarkable contributions to the fashion industry through the **Paris Fashion Awards**. Additional distinguished laureates included:

Celebrated for her powerful presence and enduring impact on the global fashion scene, **Myrna Al Haddad** was honored with the title **Influential Fashion Icon**. Her distinctive style, elegance, and commitment to championing cultural identity through fashion have made her an inspiration to women around the world.

Recognized for her impeccable leadership and creative excellence backstage, **Natalya Hemelsdael** received the award for **Best Chief of Beauty Team**. Her ability to coordinate teams, refine artistic direction, and deliver flawless execution played a defining role in shaping the visual identity of Paris Fashion Days.

Among the distinguished honorees of the Paris Fashion Awards was **ERLEA**, celebrated in the category **Best Beauty Product**. Inspired by their family legacy, sisters **Elen and Rima Tadevosyan** founded Erlea to carry this tradition into the modern era. The brand creates sustainable, eco-conscious beauty products made from their own organic honey and beeswax, enriched with rare botanical oils and natural extracts. Each formula is a heartfelt tribute to nature, heritage, and the timeless pursuit of beauty.

Beauty partners of Paris Fashion Days also included **Zola Cosmetics, OKO, PROVG, Wobsbrush, Sinart Cosmetics, Velaskes Beauty, and Wella**, whose support helped elevate the artistry on and off the runway.

Paris Fashion Days was not just a show — it was a meeting point of cultures, creativity, and new ideas. Each collection was a work of art with its own story. *"Our mission was to give designers from around the world the opportunity to shine in Paris, the capital of fashion, and to inspire audiences through the language of beauty and self-expression,"* shared **Zoriana Semeniuk**, founder and organizer of the event. The evening went beyond presenting trends — it ignited inspiration, sparked fresh ideas,

and proved that fashion is a universal language uniting all who strive for individuality and excellence.

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