Pressemitteilung

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# HACOY Debuts at Paris Fashion Week 2024

### HACOY SETS NEW IMPULSES AMONG YOUNG DESIGNERS

The sustainable label HACOY from Munich made a successful debut at this year’s Paris Fashion Week. Under the theme "A Day in the Life of HACOY," the show took visitors on an impressive journey through the brand’s daily life and values.

The show dazzled with looks that combined wearable comfort with functional, classic designs.



**HACOY presented a total of eight carefully coordinated outfits.**

The morning look began with a refined pajama made of sustainable silk, casually cut and wearable anytime, even outdoors. It continued with the sustainable workwear collection, with highlights including linen shirts and blouses with detachable ties—wearable not only in the home office and office but also at after-work events. The leisure section was represented by an elegant swimwear collection, featuring sexy-cut bikinis and figure-flattering swimsuits, as well as high-quality dual-colored swim shorts. The show concluded with the latest travel wear collection, emphasizing comfort and versatility for travel—always in line with the brand's minimalist and sustainable approach.



**Barefoot on the Runway**

To amplify the effortless appeal of its collection, HACOY had most of the models walk the runway barefoot. This was intended to underscore the lightness and comfort of the collection, as well as emphasize the brand's deep connection to nature.

"Our first show in Paris was a great opportunity for us to showcase the essence of HACOY with its sustainable values. We aim to promote a sustainable and conscious lifestyle through our fashion—one that protects and respects nature while highlighting freedom in everyday life," explains Maximilian Rupp, founder and managing director of HACOY.



## About HACOY

HACOY is an ethical fashion brand based in Munich, known for its commitment to sustainability and craftsmanship. With a focus on timeless designs and high-quality materials, HACOY offers stylish and eco-conscious fashion for individuals. By promoting ethical practices, HACOY seeks to make a positive impact on the fashion industry and inspire consumers to make mindful fashion choices.

Discover the brand at www.hacoy.com
More press materials on our collections and brand are available upon request.

## Press Contact

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