

MACH & MACH

Brand Bio:

MACH & MACH is a womenswear and accessories label founded by sisters - Nina and Gvantsa Macharashvili in 2012 in Tbilisi, Georgia. The brand made an appearance on the international market in 2018 and achieved great success shortly after.

Combining Georgian Style with Italian craftsmanship, the shiny aesthetic of simplicity mixed with masculine elements creates the pieces that leave a lasting impression. Seen on everyone from Kylie Jenner to Solange, look no further if you want to brighten up your party-wear wardrobe.

Press release:

Fall-Winter 2021 collection is all about Power of the Beauty. During the pandemic era, ladies still want to dress up, express themselves, and empower themselves and everyone around them through the outfits.

The FW2021, footwear, and accessories collections are a total statement, saturated with bows, crystals, colors, and exaggerated shine to the max. The mantra of this collection is an allure of outside-the-box, outside of isolation, timeless style. Proof of this comes as a mix of all kinds of trends, from romanticism and classic, to elegant and fairy-like-story to alluring charms and extra volume.

MACH & MACH continues to showcase its symbol – crystal bows that make an outstanding statement in everyday to evening looks. Despite living in a digital era of immediacy, our main goal was to form a genuine connection with customers which was crucial and challenging. Our Head Designers were thinking about what happens when we emerge from isolation, the same but also somehow different. This collection is a dreamscape that begins with soft colors, glitter, bows, and crystals. This collection is a continuation of the Cinderella story.