

Johannesburg – March 2018

## **SA Fashion Week Spring/Summer 18 Schedule Announcement**

The country's capital of chic, Sandton City, will become a runway of top local design when SA Fashion Week (SAFW) launches the Spring/Summer 18 season of sixty-six exciting signature collections from 10 April 2018.

Celebrating 21 years as the country's premium fashion platform, it is a glorious celebration of South African design, turning up the volume with new partnerships, new talent and once again, to throw a spotlight on the remarkable diversity and innovative capacity of our fashion designers.

### **OFFICIAL OPENING**

Monday 9 April marks the official launch of SS18/19 when Cruz Vodka hosts the exclusive celebrity, media and designer opening party with endless rounds of fabulous new cocktails tailor-made for the fashionable.

### **SAFW COLLECTIONS WOMEN**

#### **DAY ONE**

Womenswear is off to a brilliant start with Woolworths introducing its Style by SA show featuring new collections from the talented Rich Mnisi, Thebe Magugu, print-maker extraordinaire, Sindiso Khumalo, Wanda Lephoto, and Young and Lazy amongst others. The make-up partnership between WBeauty and SAFW ensures that trendsetting looks using these innovative and premium quality products can be featured in the reassuring knowledge that all the cosmetics are responsibly sourced.

#### **DAY TWO**

Resort Wear Collections are designed to inspire visions of glamorous destinations, party nights and endless summers. Expect Lalesso, Beachcult, Judith Atelier and Helon Melon to deliver all the magic on point.

Durban University of Technology (DUT) has deservedly earned its status for producing some of the country's best designers over many years. Expect the cult to come alive as its top final year students take up the challenge of presenting their interpretation of the Rise of the OXX Collection.

Showcasing both mens- and ladieswear will be Tamara Hoggarth, Michaela Rebecca Pollard, Zane Ngwenya, Ashley Igesund, Alexia Robert, Siphon Mbuto, Saudah Ballim, Courtney Hunt, Noreen Maphumulo and Fikile Sokhulu.

Amanda Laird Cherry who showed her first collection at SAFW in 1999, makes a comeback this season with her signature perennial cool. She will be joined by Pretoria design duo Erre, that needs no introduction.

This show will be followed by Collections from Mantsho, Loayo Art and Creations and the dazzling Sun Goddess.

#### **DAY THREE**

The much-adored Ephymol, visionary Black Coffee supported by Cape Wools SA and fairy tale designer Clive Rundle, opens day three.

Big brands are discovering the power of keeping fashionable company. This season will see, darling-of-the-social-scene, Hangwani Nengovhela of Rubicon collaborating with Appletiser.

'Rubicon is thrilled to partner with an iconic South African brand like Appletiser that has defined sparkling party times for so many years," she says.

Gert-Johan Coetzee is teaming up with McDonalds for the x BigMac50 experience followed by African Style Story, a label that shot into stardom when it first showed at the SAFW SS16 Collections. The designer of African Style Story Carla Pinto is sharing the limelight with T\_Niche, Isabel De Villiers and 2017 New Talent Search winner Mmusomaxwell.

Day three ends with a - by invitation only - off-site flourish at the super stylish show room of cutting-edge menswear label, Row-G.

## SAFW COLLECTIONS MEN

### DAY FOUR

Daring to stand out and be different is the MINI brand's core promise, says Head of MINI South Africa, Thilosh Moodally. This is why this new collaboration with SAFW to launch the MINI Scouting Menswear in Association with GQ Magazine showcasing some of the country's most exceptional menswear designers, was the perfect fit.

The second show is a collection by Ryan Keys showing both his Keys Fashion range and RK Menswear.

An exhilarating collection by well-known designer Paledi Segapo from Palse ticks all the boxes on this day.

### DAY FIVE

The final day opens with another off-site flourish as Convoy Collective in Melville's Bamboo Centre presents The Red Line with eight celebrated womenswear designers - Heart & Heritage, Anmari Honiball, Superella, Henriette Botha, Hannah Lavery, Isabel de Villiers, Found Collection and Avant Apparel.

Back at the main runway in Sandton City the focus turns to the Bakusasa Collections - seven rising stars Otiz Selfo, Bayanda Khathini, Ellen Madie, Zamaswazi, Bi Parel The Watermelon Social Club and Tiller before wrapping up this season's event with a grand finale featuring Esnoko, De Mil, and Dope.

### DAY SIX

Sunday, 15 April join the team from Hospice Wits for their annual star-filled fundraiser event – Hospice Wits Night with The Stars in The City. Hosted by Sandton City, a-list South African celebrities and top fashion designers will join forces to design and model unique creations to raise funds for patients with life threatening illnesses.

### SAFW TRADE

This season's SAFW Trade Show will again run parallel to the Collections in the exhibitor marquee adjoining the show auditorium from 11 – 14 April between 14h00 – 20h00 daily and feature fifty carefully curated signature men- and womenswear ranges.

An exciting new first will be the launch of the inaugural, lunchtime, SAFW Talks Business of Fashion aimed at designers, buyers and the media from 11 – 13 April. This will see a hand-picked line-up of top international experts focusing on key areas and challenges facing the industry now.

The South African Fashion Week is grateful to be supported by a prestigious, generous, and committed group of sponsors which enable it to continue to showcase and develop the South African designer industry.

Please see programme attached.

Images attached

All Collection pictures will be available directly after each show on SAFW Runway Gallery:

[www.safwrunwaygallery.co.za](http://www.safwrunwaygallery.co.za)

Please contact [media@safashionweek.co.za](mailto:media@safashionweek.co.za) / 011 442 7812 for more information.

[www.safashionweek.co.za](http://www.safashionweek.co.za)

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**WOOLWORTHS** 

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