



## Media Release

### **SA Fashion Week and The Mall of Africa are shaping the future of South African Fashion.**

17<sup>th</sup> March 2021, Johannesburg 00h00: SA Fashion Week as announced that the preview of the Spring/Summer 2021 and trans-seasonal designer collections, which have been shot at the Mall of Africa will be broadcast digitally between 29 April – 01 May 2021. Considering the government restrictions, the globally selected audience will include media, buyers, SA Fashion Week Partners and designer VIP clients.

SA Fashion week is in its 23<sup>rd</sup> year running as the only B2B platform in South Africa. This year, 28 designers will show their trans-seasonal collections digitally in a one-of-a-kind fashion experience. Amidst the times, this season will be more than just a show. Designers will be telling a story of past, present, and future. This begins with a three-month multi-media fashion journey that includes the SAFW Trade Show, Designer Collections, and the SAFW Pop-Up Shop closing the business cycle of the designers.

Other events encompassing this journey will be the bi-annual SAFW Trade Show that will be running one month prior to the runway collections and will showcase fifty carefully curated womenswear, menswear, jewellery, millinery, footwear and accessory ranges. The SAFW Spring/Summer 2021 Trade Show will take place from the 30th March in a store off the Crystal Court in the Mall of Africa.

This year SA Fashion Week will be paying tribute to the late Wandi Nzimande. Wandi Nzimande was a pillar of South African Fashion and made a huge impact on the industry. Wandi showed his first, iconic streetwear brand, Loxion Kulca Collection at SA Fashion Week in 2002. His absence will be felt immensely and in paying homage to Wandi at the SAFW Spring/Summer 2021 and Trans-seasonal Collections show, the Loxion Kulca Collection will be designed by Ole Ledimo founder of 'House of Ole'.

Lucilla Booyzen, Director of SA Fashion Week adds "It is with deep gratitude that we thank our partners for sharing our vision and understanding the tacit power of fashion. We would like to thank them for giving us the resources, both financial and other, to continue to discover, nurture and develop the South African creative fashion industry. In the same way that it is said that it takes a village to raise a child, it takes a family of like-minded partners to grow an industry."

For more information on SA Fashion Week visit [www.safashionweek.co.za](http://www.safashionweek.co.za), tickets for this years' digital experience can be purchased on Quicket: <https://www.quicket.co.za>

More from SA Fashion Week's partners



## **Mall of Africa**

### ***Comment from Michael Clampett - Head of Asset and Property Management - Retail of Attacq Limited.***

“The partnership between Mall of Africa and South African Fashion Week (SAFW) which launched in 2020, has confirmed our own conviction that the future of exciting fashion retail lies in supporting our own local designers. Despite an exceptionally tough year for retail and shopping centres, we see increasing evidence that our shoppers are voting for brands like our proudly South African, Maxhosa AFRICA store with its distinctive urban Afro chic. We therefore remain committed to our long-term strategy to support African designers and fashion entrepreneurs by providing access to the footfall, marketing and mentorship that a super-regional mall like us can provide. Our association with SAFW is enormously valuable in this endeavour.”

## **Satiskin**

“Satiskin has been uplifting South Africans’ lives with indulgent experiences for many years. That is why we are excited to announce our partnership with one of South Africa’s most uplifting showcases – SA Fashion Week. We are honoured to be part of a long-term relationship with SAFW as a personal care and beauty partner. We look forward to playing our part in ensuring South Africa’s talent and creativity get the recognition and awareness it deserves. The partnership fits seamlessly with our promise of giving South Africans the uplifting moments and quality experiences they deserve, and this first-of-its-kind virtual South African fashion event is no exception.”

## **South Africa Mohair Cluster**

After the success of The Diamond Fibre Collections and the SAFW showcase in October 2020, the designers are ready to return with brand-new SS21 collections at SAFW once more. Judith Atelier, Mmuso Maxwell and Lukhanyo Mdingi have all been working tirelessly to forge exciting collections that make full use of this multifaceted and luxurious fibre. The Diamond Fibre Collections is a designer-led initiative by the South Africa Mohair Cluster (SAMC) funded through the DTIC, driving increased local mohair conversion through value chain and market development. South Africa produces around half of the world’s mohair, and it is important to support growth and job creation in this sector through local value add initiatives. With each studio once again playing to their specific skills and talents, the collections promise to be bolder and more refined than last year. Unique experimentations with textiles, celebrations of community and culture, and beautifully tailored garments are all to be expected from these rapidly rising talents of the South African designer fashion scene.

## **Carlton Hair**



***Comment from Cindy Gorman - National Academy Principal and Member of the Carlton Hair Creative Team.***

“Carlton Hair prides itself on quality, professionalism and sustainability, we love partnering with SAFW as we feel they focus on the same attributes. Our aim is to give our clients and stylists the exposure and opportunity to be exposed to the latest fashion and hair trends.”

**--Ends--**

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