

South African Fashion Week Media Release

21 January 2015

### **SA FASHION WEEK EKURHULENI DESIGNER POP UP SHOP**

SA Fashion Week (SAFW) has partnered with the City of Ekurhuleni for SA Fashion Week's upcoming Designer Pop Up Shop, in Eastgate Shopping Centre. This exciting partnership was ignited through the SAFW Ekurhuleni Fashion Fusion Project that began in 2014, with the objective to develop and showcase the unique design creativity that exists in the Ekurhuleni district.

The SA Fashion Week Ekurhuleni Designer Pop Up Shop will be taking place from 13-15 February 2015, where the end-consumer can revel in South African designer pieces from a great selection of local designers. The Designer Pop Up Shop space will be curated with ladieswear, menswear and accessory designers from across the country. Certainly a date for avid fashion-followers and designer shoppers to make note of!

Media and shoppers can look forward to connecting and shopping from over 50 designer stands throughout the SA Fashion Week Pop Up Shop. Top SA Fashion Week designers will be participating, including Black Coffee, ERRE, Lunar, Sober and Sies!Isabelle, to name but a few.

A refreshing list of commercial designers will also be introduced to the marketplace through the SAFW Ekurhuleni Designer Pop Up, with 50% of the exhibiting designers residing from the Ekurhuleni area. SA Fashion Week has worked closely with the department of Ekurhuleni to identify designers within the area who align well with the platform. SA Fashion Week has implemented a dynamic 3 month programme leading up to the Designer Pop Up Shop. This programme has focussed on the development of Ekurhuleni designers with mentorship in the creation of commercially-viable Collections to sell at the SAFW Ekurhuleni Designer Pop Up Shop.

Through its wealth in Craft and Design, Jacques van der Walt from Black Coffee collaborated with Crafters from Ekurhuleni municipality to create a ready-to-wear range at SA Fashion Week Autumn/Winter 2015 Collections. The Collection introduced hand-beading, crochet work, hand painted imagery, handcrafted accessories and copper wire-work created by Ekurhuleni Crafters. Media and buyers can look forward to this collaboration again, with Black Coffee's Spring/Summer 2015 Collection at SA Fashion Week this coming season.

Be sure to visit the SA Fashion Week Ekurhuleni Designer Pop Up Shop at Eastgate Shopping Centre, from 13- 15 February 2015 in the Strelitzia/Edgars Court Space.

For more information kindly visit [www.safashionweek.co.za](http://www.safashionweek.co.za) or kindly contact [info@safashionweek.co.za](mailto:info@safashionweek.co.za) / 011 442 7812