



CRUZ

PREMIUM VODKA COMPANY
NEW YORK, NY

CRUZ VINTAGE BLACK – THE OFFICIAL VODKA OF SA FASHION WEEK

Cruz Premium Vodka Company New York and SA Fashion Week are delighted to announce their new partnership. Cruz Vintage Black luxury vodka has now become the official sponsor of SA Fashion week 2015. The partnership starts with the Spring/Summer Collection being showcased from 18 – 21 March 2015 at the Crowe Plaza Johannesburg – The Rosebank.

“We are excited about our partnership with SA Fashion Week. Cruz Vodka is about fashion, style and luxury and our association with SA Fashion week further enhances us as a luxury fashion brand” says Rachel de Maridt, Cruz Vodka Marketing Director.

ABOUT CRUZ VINTAGE BLACK

Cruz Vintage Black luxury vodka is a premium handcrafted vodka made from hand selected American wheat, distilled 5 times and charcoal filtered 3 times for optimum purity and smoothness. With its iconic jet black bottle and superior intrinsics, Cruz Vintage Black is now the fastest growing premium spirit in South Africa. Cruz Vintage Black recently won gold medals at the London Vodka Masters, Consumer Choice awards and the Spirits International Prestige Awards in California America. An award winning Vodka that is aligned to fashion, music and Art.

ABOUT SA FASHION WEEK

South African Fashion Week (SAFW) is committed to the development of the South African fashion industry and has established its position as educators and mentors in the industry, since 1997. The vision of SAFW is to nurture an appreciation for South African fashion among consumers and to direct designers and the industry at large with a single-minded focus on *The Business of Fashion* – which can connect our industry to both local and international consumers. SA Fashion Week assists fashion designers with business networking, skill development, market research and critical fashion industry know-how. It nurtures the craft and vision of each designer, but also creates a significant marketing platform that allows designers to become successful business people with a profitable brand.

With an unwavering commitment to make a meaningful contribution to the growing fashion design industry and the country’s economy, SAFW is well-placed to offer the global fashion community a uniquely South African fashion experience. The continuing mission is to help and support successful local brands bridge the gap between retailers, clothing manufacturers and textile manufacturers to engender a distinctive South African fashion culture. SA Fashion Week holds Seasonal Collections twice a year, Annual/Bi-Annual Designer Pop Up Shop(s), as well as reputable competition platforms to build and nurture emerging and established designers throughout the year.

AWARD WINNING VODKA.

GOLD Medal – The Spirits Business LONDON 2013. GOLD Medal – Sip Awards 2014.

GOLD Medal – Consumers Choice Award 2014

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THE CRUZ MANHATTEN

50ml Berry Juice
25ml Elder Flower syrup
12,5 ml Lime Juice
50ml Cruz vintage Black
Crushed ice
Blueberries to garnish

Mix all ingredients in a cocktail shaker and shake well.
Strain into a martini glass.
Garnish with Blueberries.
Perfect drink for summer!



CRUZ LUXE

60ml Cruz Vintage Black
15ml fresh lime juice
7-15ml simple syrup
Soda water or lemonade

Pour ingredients over ice,
Top up with soda water or lemonade
Garnish with lime and serve

To find out more about SA Fashion Week, visit www.safashionweek.co.za or kindly contact
011 440 8366

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