

RIMMEL LONDON TO ADD A SPLASH OF COLOUR TO SA FASHION WEEK

Johannesburg – Move over Red Carpet season, fashion week season is almost here! With the highly anticipated SA Fashion Week Spring/Summer Collections fast approaching, designers and fashionistas alike are gearing up for SA's premier fashion showcase. Besides the designs, make-up has grown to become an essential thread to runway shows today, which is why fashion-forward and leading global brand, Rimmel London, is -thrilled to be associated with the platform that aims to showcase how great make-up complements great fashion.

Ever the trendsetter, Rimmel London's partnership with SA Fashion Week is set to highlight the cosmetics brand's sexy edge and daring street-chic personality. Synonymous with iconic ambassadors Kate Moss, Georgia May Jagger and creative partner Rita Ora, this year, the brand promises a fusion of high fashion with effervescent colour, from vibrant lips, the -striking eye to electrifying nails, further showcasing its colour strength.

"As a brand that believes in fashion with no rules, we are thrilled to be adding a splash of colour, to this year's SA Fashion Week Spring/Summer Collection showcase, the London way. The collaboration between Rimmel London and SA Fashion Week is quintessential and resonates with the brand's philosophy of embracing the fashion-forward, modern woman, who is always on the go. Additionally, fashion and beauty go hand-in-hand, and for the trendy Rimmel consumer, fashion is at the core of their ever-demanding lives.", expressed Fahima Saban, Senior Brand Manager for Rimmel London in South Africa.

"We pride ourselves in partnering with brands that believe in supporting and elevating the local creative industry. Having Rimmel London as a partner further re-entrenches our commitment to providing a platform that allows for innovation and creativity to ensue", added Lucilla Booyzen, Director of SA Fashion Week.

Rimmel London's ethos of "Beauty with Attitude" mashed with South Africa's diverse culture and hugely nonconformist expressive nature, will be sure to delight guests with gripping runway presentations during this season's showcase. "We look forward to seeing how local designers will incorporate the Rimmel London colour splash to add a fun, playful and edgy twist to their respective collections", concluded Saban.

Lights, Camera, Fashion! Get the London Look at SA Fashion Week S/S 2015!

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