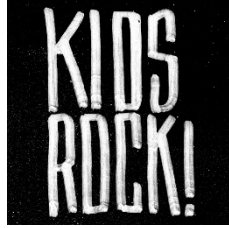


**FOR IMMEDIATE RELEASE:**

**Haddad Brands Announces Kid's Rock! Fashion Show in South Africa**



**JOHANNESBURG — October 2015**

The inaugural Kid's Rock! Fashion Show is set to take place on 25 October 2015. Following the highly successful show from last year, the *Kids Rock!* show will transform the catwalk into a kid walk, making kids fashion the highlight. It is also about showcasing the up-and-coming faces of fashion with young models between the ages of four to 16.

The show will take place at Crowne Plaza in Rosebank featuring Summer 15 fashion looks from the Converse, Jordan, and Nike SB brands. Crowne Plaza is fast becoming a fashion destination as home of SA Fashion Week.

An exciting element to the show is the opportunity for celebrity parents together with media to sit front and center with their kids. This allows kids to have complete engagement with the brands and the fashion show experience.

Selected tickets are available for purchase at Computicket.

**ABOUT HADDAD BRANDS:**

Haddad is a privately held family business with over 60 years' experience in the children's apparel & accessories industry. A leader in the childrenswear industry, Haddad Brands is focused on the most iconic global brands, which include: Nike, Nike SB, Jordan, Converse, Hurley, and Levi's. Supported by a team of professionals skilled in the design, sourcing, sales & distribution of premium quality children's wear Haddad distributes globally to over 60 countries and maintains sales and sourcing offices in 22 cities globally, including New York, Shanghai, Bangkok, London and Montreal.

**FOR MORE INFORMATION, PRODUCT IMAGES OR SAMPLES:**

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