

1 October 2015

MEDIA RELEASE

Runwayonline: From Runway to Real Life

In conjunction with SA Fashion Week, Runwayonline brings next season's must-have pieces straight off the runway to the discerning fashionista

Are you a front-row fashion lover who's obsessed with staying ahead of trends? Want to get the BEST designer collections from straight off the runway, without waiting until next season? [Runwayonline](#) is the unique new fashion platform you've been waiting for.



Expertly curated by Lucilla Booyzen, Director of SA Fashion Week and a key influencer in South Africa's fashion industry, Runwayonline is set to make South African designer collections readily available to the fashion forward woman.

As the very first of its kind in South Africa, the site is a simple and elegant "24-hour virtual runway", where trendsetters can buy the best of next season's statement pieces from 15 top South African designers previewing their Winter collections.

Runwayonline will feature limited edition ready-to-wear pieces taken straight off the runway as they're shown, and will be available from

Friday to Friday – 23rd to 30th October. As an aspiring style icon, this means

Runwayonline

you'll get advanced access to the upcoming season's hottest trends from designers such as Rubicon, Colleen Eitzen, Amanda Laird Cherry, Thabo Makhetha and Clive Rundle.

After SAFW concludes, Runwayonline will feature curated capsule looks of five garments from each designer's current collection. With the collections changing every two weeks, fashion lovers will get exclusive access to the freshest, most current looks from South Africa's top designers.

Overall, the new site is set to be the perfect platform via which fashion-forward women can access and wear next season's hottest looks, before anyone else.

www.runwayonline.co.za

For media enquiries please contact Natasha Edwards on 011 442 7812 or natasha@runwayonline.co.za.