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I cannot wait for South African designers to develop African luxury brands that are truly global. This was our vision at the initiation of SA Fashion Week in 1997. Now 20 years later we are looking at the role SA Fashion Week still maintains in unearthing, nurturing, growing, supporting, and now, selling designer labels. The purpose of releasing an annual report is to give the stakeholders an idea of what we at SA Fashion Week do to grow the Creative Fashion Design Industry.

Although we took our model from London Fashion Week, we had to look at our particular brand architecture. The International Fashion Weeks are purely marketing platforms – creating a space for designers to show their collections. Most Fashion Weeks form part of a government institution which develops that particular Fashion Week. London Fashion Week is run by the British Fashion Council. In Milan it is The National Chamber for Italian Fashion, Paris – The French Fashion Federation and New York – the CFDA (Council of Fashion Designers of America) plays a pivotal role in NYFW.

In South Africa, fashion is a completely different game – SA Fashion Week had to first unearth the designers that showed potential. We then mentored them and gave them the tools they needed in order to operate. Once they could participate in retail space with confidence, we created income streams, as they had to earn and build their businesses while developing relationships with boutiques. To support SA Fashion Week designers further, we started Runwayonline – a virtual store that gives all consumers an opportunity to buy a South African Designer piece.

2013 saw the first Scouting Menswear Competition – two days were devoted to menswear. Although menswear was always shown on the runway, right from the very first show in 1997, we were not convinced that menswear designers were ready to sell to boutiques. Designing and manufacturing ready-to-wear menswear is a more difficult and time consuming process than ladies wear. Shaldon of Naked Ape has opened the first luxury men’s store in Rosebank in Johannesburg. We hope many will follow. The Creative Fashion Design Industry is on the rise. Because of the lack of institutional funding it is not developing as fast as I had hoped, but I am excited by designers and their passion not only for design, but also to be leaders in business. We are committed and determined to build the Creative Fashion Design Industry in South Africa despite all the challenges having to be faced.

SA Fashion Week has proved without a doubt, that there is an overwhelming market for South African designer clothing. SA Fashion Week is the only Business to Business fashion marketing platform in South Africa and in fact, Africa.

Lucilla Booyzen, Director SA Fashion Week
INTRODUCTION

Aim

The Business of Fashion is more than a slogan at SA Fashion Week. It is the underlying ethos that propels all action we take. It drives our overall vision of a thriving designer-lead local fashion industry that will serve as a powerful engine for economic growth.

Mission Statement

We aim to achieve this vision by providing designers with pertinent and ever-evolving tools and platforms in order to establish sustainable enterprises. We foster vigorous dialogue and knowledge exchange among all industry stakeholders.

‘SA Fashion Week is committed to developing excellence and growth in a sector that contributes significantly to the South African economy. We unearth, support, promote and nurture South African fashion talent.’

Lucilla Booyzen
Pillars

Although a classic designer culture is still unfolding locally, South Africa holds a unique and exciting dialogue in fashion making, which draws from its socio-cultural diversity. A robust business model forms the foundation of SA Fashion Week, with a strong network of designers, partners facilitates knowledge-exchange as a key pillar.

Fashion is a sophisticated, growing industry employing people in a diverse set of occupations across the country. Manufacturing is only one aspect of the industry. As the industry evolves, designers and SA Fashion Week have changed, focusing on the high-value aspects – research and design, social media and marketing. Jobs in these fields pay well, and demand for these skills is growing.

On the other hand the fashion ecosystem needs a range of retailers, a strong youth culture and vibrant cultural institutions. It also needs the interplay between professional stylists, fashion media reporters, editors, bloggers and photographers to create a diverse and innovative environment conducive to expressing signature style. Creating an ecosystem takes time, energy and human desire. SA Fashion Week leads in this field.
Designers

SA Fashion Week attracts a new generation of designer with talent as well as entrepreneurial skills. They are responding to the demands of the South African consumer and a competitive marketplace.

Through all the retail platforms that the SA Fashion Week has created, designers are getting to know their customers so well that the product or service fits and sells itself. They are bridging the gap between fashion and business, developing unique selling points that differentiate them from each other. Our designers are establishing an image that consumers can identify with.

All designers who show at SA Fashion Week either supply stores or have their own store.

SA Fashion Week facilitates the development of commercially viable designer brands by providing a comprehensive range of strategic marketing services and platforms as well as learning forums. Designers may exploit them throughout the year to optimise their revenue.

SS15 – 46 Designers (23 previously disadvantaged)
AW16 – 37 Designers (21 previously disadvantaged)

Corporate Partners

Crowne Plaza – Crowne Plaza JHB, The Rosebank was the official host of SA Fashion Week SS15 and AW16 Collections
Cruz – Official vodka partner of SA Fashion Week. Cruz hosted the official opening party of both the SS15 and AW16 Collections
Edgars – The Official retail Partner of SA Fashion Week
Lufthansa German Airlines – The Naming Rights Partner of the Lufthansa 1st Best Collections
Marvel – The Inspired by Marvel Collections
Rimmel London SA – The Official Makeup Partner of SA Fashion Week
Sunglass Hut – The Naming Rights Partner of the SA Fashion Week New Talent Search
Warner Music – The Warner Music Fashion Experience supporting Amos Tranque and Ephymol in their AW16 Collections
Seasonal Collections

Motivated by the Business of Fashion, SA Fashion Week’s model is based on offering designers a comprehensive suite of marketing and trading services and opportunities to support them at various stages in the development of their brand. These services range from a variety of draw card events such as its flagship seasonal SA Fashion Week Collections designer runway shows and installations, competitions, retail and wholesale opportunities, preview events and sponsorship management, to ongoing on and off-line communication that includes developing robust social media communities.

A high-profile, bi-annual showcase of shows, installations, launches and celebrity-studded social events launch the seasonal collections of participating designers to the media, the retail trade, customers and VIP guests.

‘According to Fashion United, on average, every American bought more than 64 garments, spending more than $1,141 million, in 2013.

New York Fashion Week, held in February and September each year, generates close to $900 million in economic impact each year, including an estimated $532 million in direct visitor spending, according to an analysis by the NYCEDC.

It surpasses events such as the New York City Marathon ($340 million), the 2014 SuperBowl in New Jersey (about $550 million) and the U.S. Open ($800 million)’
Collections Men

This year SA Fashion Week is in its 20th year. Since its founding, we have shown menswear designers/brands as part of SA Fashion Week Collections. These collections were mostly bespoke and made to order. For the past 4 years SA Fashion Week has focused on developing Menswear Collections. Although the designers can still only supply small quantities, we are confident that there are designers ready to sell quality garments to selected menswear boutiques, deliver on time and at the right price points.

In 2014 SA Fashion Week Men was created – two days linked to the SA Fashion Week Collections – showing the best menswear labels. Nine new labels joined SA Fashion Week Men in SS15 followed by the AW16 Collections with twelve established designers.

The estimated PR value for 2 menswear designers, monitored by Newsclip Media Monitoring was R 6 219 122, 31 over 2 months (1 October – 30 November 2015)

28 Buyers attended SA Fashion Week Collections Men
100 Media representatives attended SA Fashion Week Collections Men

‘If the future of fashion is African, then the onus falls upon our young designers to step up and create that legacy,’ says Jason Alexander Basson, GQ’s Executive Fashion Editor. ‘We’re not just looking for innovation or meticulous design execution; we’re looking for someone who can learn and grow, and who can build and maintain a successful design business. SA Fashion Week is the right platform for this and GQ is thrilled to be part of the process.’

GQ Magazine
In South Africa we now have a generation of consumers that are more fashion conscious and more sophisticated than a few years back. They are investing in themselves, spending more money on grooming, including male cosmetics, and buying contemporary high-end Designers. They want to be different and individual.

According to Mintel, a UK based research company, the men’s clothing market has outperformed women’s clothing in the past few years, growing by almost 5% between 2012 to 2013 compared to the ladieswear’s 4.6% growth.
Spring/Summer 2015 Collections

45 South African designer collections
15 runway shows
1 off-site show
7 500 attendees
98 Retail buyers attended the collections
66 Buyers and 37 media attended the Buyers Lounge
Publicity generated – R51 072 108,00
Valuation by Newsclip Media Monitoring

Designers brands need continuity, while fashion means constant change.
Autumn/Winter 2016 Collections

- 37 South African designer collections
- 13 runway shows
- 2 installations
- 6500 attendees
- 95 Buyers attended the AW 16 collections
- 57 retail buyers and 40 media attended the SAFW Fashion Trade Event (Buyers Lounge)

Publicity generated – R70 969 302.
Valuation by Newsclip Media Monitoring

We need to learn that a precise, unbiased and inquisitive eye is just as important as breaking with the past to create something new. Designing a specific product, creating new identities constantly, season by season, is becoming more and more important.
Good design alone is not enough to take a young designer, as a brilliant student, to a brilliant young designer, who then plays a role in creative fashion design. It takes hard work combined with the correct marketing platform, social media savvy, correct timing, master manufacturing, the right clientele, celebrities and personal marketability for a designer to be seen by the media and other key players. They need to be pushed into the limelight where they are recognised, talked about and given opportunities to fast track their businesses.

Competitions:

- Marvel Fashion Hero Search Competition
- SA Fashion Week Sunglass Hut New Talent Search
- SA Fashion Week Student Competition
- Lufthansa 1st Best 2015
- SA Fashion Week Menswear Competition
- Brooklyn Face of Fashion

‘At SA Fashion Week we look for tomorrow’s designers through various competitions. The search for new young designers is as important as recognising, nurturing and supporting established designers.’

Lucilla Booyzen
Marvel Fashion Hero Search Competition

Announced in December 2014, fashion designers from across the continent were given the opportunity to create a 15-piece collection inspired by Marvel’s iconic Avengers characters – Iron Man, The Incredible Hulk, Captain America, Black Widow and Thor. A power-house judging panel assembled at SA Fashion Week to assess the portfolios and select the top applicants.

The judges:
Deidre King – Walt Disney Company Africa  
Adrienne Scott – Walt Disney Company Africa  
Sandy Rogers – EDCON  
Annette Pringle-Kölsch – The Fashion Agent  
Thithi Ntetha prominent fashion blogger – Tee Tee is with Me  
Adhiambo Mula Lauwers – Shoe designer

The finalists:
Amos Tranque – South African based, Spanish Born  
Kamanga by Christina Kabamba and Donna M’shonga – Zambia  
M4S by Luiz Delaja – South Africa  
Ralfe by Siyabonga Ntini – South Africa  
Roman Handt – South Africa  
Rumbi By Rumbi by Rumbidzai Madzivanyika – Zimbabwe

‘Last year Sunglass Hut started a journey with SA Fashion Week. As official sponsors to the New Talent Award, this is a long term commitment to building the business of fashion in an arena that is exciting and progressive. We look forward to exceeding the experience this year.’

Earl Kopeledi, Marketing Manager Sunglass Hut SA
SA Fashion Week Sunglass Hut New Talent Search 2015

Designers that want to compete in the fashion industry need an entry into the Creative Fashion Industry so they can move forward, with long-term marketing opportunities, guidance and support. It is with this in mind that the SA Fashion Week started the New Talent Search, one of the most prestigious talent searches launching the careers of many top designers.

The SA Fashion Week Sunglass Hut New Talent search targets young designers with existing labels explains convenor Dion Chang: ‘This is not about being a famous designer, we want to know whether entrants understand the industry.’

7 semi-finalists were selected from the 65 emerging Ladies wear designers that entered. Dean Charles Hauptfleisch of the brand WITH was the label that the judges felt most deserving of this prize.

The prize included:

- Representation by The Fashion Agent for 1 year valued at R11,400.00
- The opportunity to show a satellite collection as part of a 4 designer package at SA Fashion Week SS16 season – 6 months after the SA Fashion Week New Talent Search valued at R12,500.00
- One free stand at the SA Fashion Week Pop Up Shop 2016 in Brooklyn Mall to the value of R6,000.00
- A trip to the Sunglass Hut London Fashion Week in February 2016 valued at R50,000. Sunglass Hut will provide the winner with a return ticket, accommodation, transfers, show tickets and entry to the exhibition
- All finalists were granted access to the SA Fashion Week Buyers Lounge – AW16 (24 - 26 October 2015) – not to sell but to engage with buyers and conduct market research for their own brands during the two days, valued at R3,420.00

The judges:

Dion Chang – Convener
Earl Kopeledi – Sunglass Hut
Sharon Becker – Marie Claire Magazine
Tiaan Nagel – Sunday Times Fashion Weekly
Papama Ramogase – Destiny Lifestyle Editor
Zodwa Kumalo Valentine – Livity Africa
Annette Pringle Kolsch – The Fashion Agent

The finalists:

GreerKyle by Greer Kyle – Johannesburg
IAMIONE BY Farah Wallet – Mpumalanga
Mod-Ish by Wardah Safi – Cape Town
Somerset Jane by Melissa Somerset – Johannesburg
WITH by Dean Charles Hauptfleisch – Johannesburg
SA Fashion Week Student Competition

The SA Fashion Week Student Competition is open to students at any of the Fashion Colleges or Universities in South Africa. Over 40 institutions take part. This competition identifies the designers of the future. The idea is to stretch students’ abilities and motivate both students and colleges alike. SA Fashion Week calls upon students to exercise their innovation, skills set, tertiary practice and creativity. With the 2015 theme ‘Borrowing from the 70’s’, students were asked to draw inspiration from the 70’s and create a garment. They could also take an object from the 70’s and invent a piece based on it.

Students from 13 colleges were represented in the finals:

1. University of Johannesburg
2. Vaal University of Technology
3. CTN College of Fashion Design
4. Tshwane University of Technology
5. Nelson Mandela Metropolitan University
6. Xela Fashion College
7. CTN University of Technology
8. Central University of Technology
9. Oakfield College
10. LISOF
11. Design School Southern Africa
12. Durban University of Technology
13. Elizabeth Galloway Academy of Fashion Design

The finalists:

Stephanie Enslin – Tshwane University of Technology
Nomcebo Duma – Durban University of Technology
Jessica Shuttleworth – Durban University of Technology
Megan Miller – Elizabeth Galloway Academy of Fashion Design
Grace Schoombie – Elizabeth Galloway Academy of Fashion Design
Janu Steyn – Elizabeth Galloway Academy of Fashion Design
Rebecca Odendaal – Elizabeth Galloway Academy of Fashion Design

Megan Miller from Elizabeth Galloway Academy of Fashion Design was announced Winner and received a cash prize of R5 000, as well as a VIP SA Fashion Week Experience, including flights and accommodation.

The finalists garments were exhibited at the SA Fashion Week Designer Pop Up Shop in Brooklyn Mall and at SA Fashion Week AW16 Collections. This was the first contact student designers had with the media, consumers and buyers.
Lufthansa 1st Best Collections

The Lufthansa 1st Best Collections is a platform for next generation designers. They are designers with a particularly strong signature, who have not worked in the industry for more than ten years. Designers are selected by the SA Fashion Week board and the media, based on a rigorous criteria including craftsmanship and entrepreneurial skill.

The 2015 Lufthansa 1st Best Collections took place at the SS15 Collections in March.

The finalists:
Isabel de Villiers – Cape Town
Matte Nolim by Siyethemba Duma – Pietermaritzburg
Somerset Jane by Melissa Somerset – Johannesburg
Thabo Makhetha – Johannesburg
Yadah Exclusive Designs by Thembeka Vilakazi – Kwazulu-Natal

Thembeka Vilakazi of Yadah Exclusive Designs received a flight to Berlin Fashion Week on a travel seminar courtesy of Lufthansa German Airline and accommodation courtesy of SA Fashion Week.

‘Lufthansa German Airlines is proud to be the official airline partner of SA Fashion Week, for a third consecutive year. Not only is the Lufthansa 1st Best Collections a celebration of entrepreneurship; it is also a unique opportunity to take locally-inspired fashion across the globe, connecting South Africa to fashion capitals of the world.’

Dr. André Schulz, General Manager Lufthansa Southern Africa
SA Fashion Week Scouting Menswear Competition

Competitions play a major role in discovering emerging designers. Attention from the media and the buyers is necessary to take their businesses to the next level. Responding to industry demands SA Fashion Week has created a separate competition for emerging menswear labels. This is the only such competition in South Africa. It was launched in 2014.

A search that stretched across all provinces, discovered more than 35 designers to compete for the Scouting Menswear Prize.

Standing in front of a panel of industry representatives, on the opening day of SA Fashion Week there was only one winner – Henni De Kock from Rogue Wear. With a firm foundation in the craftsmanship of traditional menswear, the brand aims to develop a visual aesthetic that merges futurism with classicism. Graduating from LISOF in 2011 with a Bachelor of Arts in Fashion, Henni draws inspiration from current technologies by continually exploring and experimenting with various concepts.

The judges:
According to Jerri – Digital & Social Influencer
Rahim Rawjee – Row-G
Shaldon Kopfman – Naked Ape
Kojo Baffoe – Former Editor of Destiny Man

The finalist:
Ageo by Arnold Phasha – Johannesburg
Influenced by Tristan Bain Venn – Johannesburg
Rip ‘N Sew by Gift Senese – Johannesburg
Winner : Rogue Wear by Henni De Kock – Johannesburg
Brooklyn Face of Fashion

SA Fashion Week, in collaboration with Brooklyn Mall, hosted the 2015 Brooklyn Face of Fashion Competition. The aim of the competition is to educate aspiring models on a career in fashion and modeling, and then launch the winner with a model agency.

The prize included:

- R10 000 Brooklyn Mall Gift Card
- Representation by Ice Models
- Casting for SA Fashion Week
- A hamper from Rimmel London

The winner of the Brooklyn Face of Fashion 2015 was Pretoria student – Sabrina Ludovic de Lys.
SA Fashion Week Wholesale/Retail Platforms

According to statistics South Africa’s February 2015 report, textiles and clothing contributed 21% to the R707 billion retail sales in 2014.

SA Fashion Week introduces incremental route-to-market channels to enable designers to grow organically within a supportive stepped environment that allows them to unlock revenue and connect with end users at every stage of their business development.

Establishing sought-after designer brands is vitally important to the creative fashion design industry’s future. ‘The increase in the number of designers supplying stores or owning their own, increases yearly.’ says Lucilla Booyzen.

‘Facilitating the dynamics of the relationship between designer and retailer makes it easier for the consumer to shop – it is to everyone’s benefit.’

Lucilla Booyzen
The Fashion Agent

Representing fifteen leading local designer brands, The Fashion Agent serves as a wholesale and marketing agency with a network of 950 retail buyers, a permanent sample showroom, a press sourcing office and also manages special projects, such as the SAFW X Edgars Designer Capsule Collections shop-in-shops on behalf of SA Fashion Week.

Drawing on Annette Pringle-Kölsch’s extensive experience as former Brand Manager for BOSS Woman by HUGO BOSS, The Fashion Agent also offers designer’s advisory services on issues such as quality control, pricing and manufacturing to ensure sustainable wholesale success. Together, Pringle-Kölsch and Booyzen are developing the local clothing and textile industry as well as increasing exports by marketing SA designer brands.

The biggest challenge for SA designer brands represented by The Fashion Agent is to find professional and reliable CMT’s (Cut-Make-Trim manufacturers) who can deliver quality, as well as fabric and material suppliers in South Africa.

The growth of The Fashion Agent over the last four years has been 84%.

The Fashion Agent currently represents the following SA designer brands:

- ADAM & EVE
- ARWEN
- BLACK COFFEE | BLACK BY BLACK COFFEE
- BUY CLIVE RUNDLE
- ERRE
- ET AL
- GJC BY GERT-JOHAN COETZEE
- KHULA
- LOVE JOZI
- LUNAR
- ROGUE
- RUBICON
- RUFF TUNG
- WAKE
- WITH
SA Fashion Week Fashion Trade Event

A survey conducted by SA Fashion Week showed that 950 boutiques are interested in stocking designer collections.

The SA Fashion Week Fashion Trade Event is a business-to-business opportunity to market seasonal collections to buyers ranging from the chains to independent boutiques. Designers benefit from the opportunity to expand their retail footprint and gain shop floor insights, whilst buyers tap into the one-stop opportunity of seeing a large cross-section of best local design on offer.

The SA Fashion Week Trade Event gives fashion media a further opportunity to view collections. It is a premiere trade event for top designer collections. More than a trade show, designer brands who exhibit at the SA Fashion Week Trade Event make up a community that is shaping the future. The SA Fashion Week Buyers Lounge launched in 2010 to develop a network of like-minded people who conceptualize, create, desire, buy and sell clothes that epitomize a new vision. It is the ultimate networking opportunity and order platform for boutiques and retail businesses.

SS15 SA Fashion Week Fashion Trade Event | 21 – 23 March 2015
103 Buyers and Media in Attendance
45 Designers exhibiting

AW16 SA Fashion Week Fashion Trade Event | 24 – 26 October 2015
97 Buyers and Media in attendance
41 designers exhibiting

Growth from 2014 to 2015 is was 94%

‘Excited to be continuing the journey with SA Fashion Week, Rimmel London is gearing up to showcase this season’s hottest make-up trends alongside what promises to be another extraordinary association between make-up and fashion.’

Fahima Saban, Senior Brand Manager Rimmel London in South Africa
SA Fashion Week Designer Pop Up Shop

The SA Fashion Week Designer Pop Up Shop is, since its inauguration 5 years ago, still one of its kind. It is set in a retail environment which provides designers with the opportunity to connect with the end-consumer.

Typically set in a large, high traffic retail node, the concept was launched in 2010 to give the discerning fashion designer consumer direct access to top designers in South Africa. Personal connection is key on this platform and it allows designers to connect face to face with a number of potential consumers as well as with relevant media and retail buyers.

The bricks and mortar retail space, in particular, large shopping centres, remains the principal marketing channel where an estimated 95% of all purchases are still done offline. SA Fashion Week allows designers to access this captive market cost-effectively. The Pop Up Shop offers retail space at a discount of eighty percent on rentals typically charged by the participating shopping centres.

Brooklyn Mall, Pretoria’s high-end shopping centre, hosted the 2015 Pop Up Shop for the third year, from 26 – 29 August. This was preceded by a VIP and media-studded preview opening event on 26 August. With 35 designer stands trading over three days, the platform benefitted from the mall’s estimated 905 000 foot traffic for the month of August 2015 to increase year-on-year turnover.

*Increased by 28% to R505 000, over 19 hours of trading with 35 designers

‘Designers all need to take responsibility for their own future and success in business. Designers have the power to not only lead the country in Fashion Design but to create thousands of jobs.’

Lucilla Booyzen
SAFW X Edgars Designer Capsule Collections

The SAFW X Edgars Designer Capsule Collections was launched in 2011 in Melrose Arch, followed by Sandton City in 2013, Rosebank Mall and Menlyn Shopping Centre in Pretoria in 2014. It offers the collections of 17 designers. It signals a breakthrough in supporting the industry’s growth in making high-end local labels available to wider retail audiences.

Designers:

The collaboration between SA Fashion Week, the designers and Edgars holds various benefits which include the opportunity for emerging designers to experience the retail market with minimum risk and top designers to amplify brand visibility and to create additional revenue.

Designers are exposed to all aspects of the value chain without relinquishing responsibility for garment selection, as well as the aesthetic of their respective designer rails.

In 51 months, September 2011 – December 2015:
The amount of units sold was 17 359, with a value of R13,8 million. This is an average price point of R749 per unit, 42 designers to date.

Key Facts January 2015 – December 2015:
20 SA designer labels represented at SAFW X Edgars Designer Capsule Collections Stores
Units Sold: 4,315
2015 Retail turnover: R3,7 Million
Currently in-store: Designers across all 4 stores: 15 designers, thereof 5 previously disadvantaged designers

Melrose Arch – 8 designers
Menlyn Park – 10 designers
Rosebank Mall – 3 designers
Sandton – 11 designers

In line with the international trends during 2014 where several of Britain’s most established retailers such as Harrods, Selfridges, Liberty, Topshop, Warehouse and River Island supported London Fashion Week by hosting sequences of curated events, in-store activations and online campaigns, SA Fashion Week and Edcon collaborated to host in-store events.
Runway Online – SA Fashion Week’s official online store

Carefully curated, Runwayonline is set to make South African designer collections readily available to the fashion forward woman and create additional revenue for the designers that show their Collections at SA Fashion Week. As the first of its kind in South Africa, this is a simple and elegant ‘24-hour virtual runway,’ where trendsetters can buy the best of next season’s pieces from top South African designers.

Since the re-launch on October 1st 2015, Runwayonline’s social media reach has increased. Twitter has had an increase of 94% & Instagram 104%.

www.runwayonline.co.za
Facebook – Runway Online
Twitter – @Runway_Online
Instagram – Runway Online

‘E-commerce and mobile commerce have dramatically changed the way brands reach customers, making it faster and easier for consumers to make purchases on the fly while avoiding the hassles of going to the store.’

J. Hilburn HIL DAVIS co – founder of the online retailer
The South African Fashion Handbook

‘There is no better fashion audience for the handbook than at SA Fashion Week,’ says Grant Schreiber, publisher of the SA Fashion Handbook. ‘Rather than sitting idly in a bookstore, the publication is hard at work at fashion shows – educating, inspiring and offering a fashionable takeaway that can be referred to for six months.’

The co-marketing relationship between SA Fashion Week and Schreiber Media has been a great success for the last four years. ‘I wouldn’t want to try and organise a fashion show, and Lucilla Booyzen doesn’t want to become a publisher,’ says Schreiber. Instead, we highlight the work of SA Fashion Week and help them broadcast their brand to a wider audience. We, in turn, gain exclusive exposure through SA Fashion Week. The word ‘collaboration’ has become a key word in business and we’re a good example of how unrelated companies can help build their respective brands through collaboration,’ he explains.

In addition to free distribution at SA Fashion Week, the handbook has negotiated distribution deals with some unexpected partners – Vida É Cafe and Uber Black. ‘This targets trendy fashionistas looking for a cup of couture coffee or a front row seat in a luxury vehicle,’ explains Schreiber. ‘Fashion is edgy, unpredictable and fun and I see no reason why our distribution strategy should be any different.’

The SA Fashion Handbook is also available at selected Exclusive Books stores and SA Fashion Week Designer Pop Up Shops in Brooklyn Mall and selected designer boutiques across the country.

www.fashionhandbook.co.za
WE ARE AFRICA – collaboration with the Department of Arts & Culture

The month-long ‘We Are Africa’ in collaboration with the Department of Arts & Culture celebration programme included a strong fashion component in recognition of the powerful South African fashion culture that has developed over the past twenty-one years, the two #WeAreAfrica Fashion Spectaculars, took place in Nelspruit and Durban on the 16th & 23rd May 2015 respectively.

Produced by SA Fashion Week, it allowed a dialogue to be opened amongst like-minded creatives from across the continent, by showcasing some of the most exciting local and Pan-African designs alongside each other in both ramp shows and exhibitions featuring an extensive range of other fashion-related design such as jewellery, millinery, footwear and handbags as well as craft and textiles says Lindi Ndebele-Koka, Acting Chief Director: Cultural Development responsible for the Africa Month Cultural Programme.

‘As part of SA Fashion Week’s developmental objective the shows included emerging designers from each of the two provinces’ said producer Lucilla Booyzen of SA Fashion Week. Africa Month was launched by the Minister of Arts & Culture, Mr Nathi Mthethwa on 1 April 2015 at Freedom Park, Pretoria.

Provincial show line-ups:

**Nelspruit**

**Ladieswear:**
SunGoddess
Rubicon
The Aciara by Farah
Angelique by Nomsa Mazibuko
Yefikir
iamISIGO
Lunar

**Menswear:**
House of Olé
Ephymol
Naked Ape
False Homme
Bless by Nathi Shongwe
Esnoko by Chiza

**Durban**

**Ladieswear:**
Rubicon
Yadah Exclusive Designs
Gert-Johan Coetzee
Yefikir
iamISIGO
Sober by Tshepo Mafokwane
8th Wanda by Nokwanda Ngcobo

**Menswear:**
Amanda Laird Cherry
Naked Ape
Charthu by Mike Narainsamy
Esnoko by Chiza
Hombré by Vanessa Pillay
Clothe Your Soul by Sandile Duke
Mngadi
SA Fashion Week Fashion Fusion Project – Ekurhuleni Craft Project

Rekindling some of the strides made in harnessing the collective creativity of local designers and crafters by the erstwhile SA Fashion Fusion Project, SA Fashion Week stalwart, Jacques van der Watt collaborated with the Ekurhuleni crafting community to develop a ready-to-wear range. This collection was developed under the Black by Black Coffee label, inter alia for the SAFW X Edgars Designer Capsule Stores. The collection featured their hand-beading, painting as well as crochet work and handcrafted accessories and copper wire-work. It was unveiled, to all-round acclaim, at the SA Fashion Week AW15 Collections.

An exclusive preview evening at the Black Coffee store at Arts on Main prior to SA Fashion Week allowed media and interested guests to gain valuable insight into the collaboration between both the designer and the crafter.

In conjunction with this, SA Fashion Week also completed 10 week long mentorships with designers, in order to have the collections ready for selling at the SA Fashion Week Pop Up Shop. The workshop included fabric selection, sewing, pricing, fitting of samples and quality control. This invaluable information assisted designers with their showcasing, as well as business management.

Designers that completed the workshops were:

Thelma
Mbobo Movement
Lafata
Motlokwa
Sophia
Izodd
Red Oker
Intuthuko
Leaf Lethlare
Kaboo

‘Craft, the skilful making of something by hand, is undergoing a renaissance in the fashion industry worldwide. The fashion industry is beginning to realise that re – establishing the connection between creator and consumer has commercial as well as ethical and environmental benefits.’

Frances Corner, Author of Why Fashion Matters.
Social Media

Social media has revitalized the fashion industry. It has created open communication between the maker of fashion and the buyer or lover of fashion.

Although the power of commenting on fashion design still sits with the media – fashionistas are now playing an increasingly powerful role in the making or breaking of a designer label. This new media has a dramatic influence on the way we look, see and talk about fashion.

We now have fashion on tap, so to speak, allowing everyone to participate at anytime, anywhere and through any medium. Social media has given the world the freedom of fashion speech.

There has been a staggering increase in SA Fashion Week Social media following between 2014 and 2015.

2014
Twitter – 30 000 followers
Facebook – 7399 likes
Instagram – Not launched as yet

2015
Twitter – 136 000 followers
Facebook – 14 000 likes
Instagram – 8900 followers
**New Talent Timeline**

<table>
<thead>
<tr>
<th>Year</th>
<th>Elle New Talent Search Designers:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>Caroline Marshel, Claire O’Keef, Clinton Lotter, Jacques van der Watt, Nicola Dexter, Ruthi Orlin, Terrence Bray, Vicky Leach, Willy Ndaita and Yac Kimmie</td>
</tr>
<tr>
<td>1999</td>
<td>Anienke van der Walt, Anna-Mari, Bonga Bengu, Brett Goldman, Buyani Khoza, Colleen Dubane, Hayley Rasool, Irene Kotsiros, Jaqui Pertridge, Lialize Besuidenhout, Lorena Bradley, Maya Prass, Sam Bulgin, Scelo Ntshalinhshi and Thabani Mavundla</td>
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<tr>
<td>2000</td>
<td>Clinton Naidoo, Jacques le Grange, Maphiwe Mzolo, Mumtaz Rosoo, Nicola Freinkel, Petra Leranjo, Reno Steenkamp, Sonja Niewoudt and William Ntamo</td>
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<tr>
<td>2001</td>
<td>Craig Fraser, Dominique Gatland, Geraldine, Marique Yssel, Mikateko Mhlanga, Nina Penberthy, Nirma Milkmaid, Roman Handt, Shireen Peer, Smillford Marapo and Sozon Grey</td>
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<td>2002</td>
<td>Dumisani Matsha, Kobie van der Westhuizen, Mikateko Mhlanga, Natalie Callis, Nelson Pillay, Richard de Jager, Sbo Shonge and Zanele Msele</td>
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<td>2003</td>
<td>Anelizwe Neuhoff, David Tlale, Dumisane Matshatshe, Ella Butler, Esme Vivier, Maud Mbowane, Michelle Dritz, Palesa Tshukudu, Refiloe Tsotetsi, Rozanne Whyte and Wame Ledimo</td>
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<tr>
<td>2004</td>
<td>Athi Patra Ruga, Frances Andrew, Kathrin Kidger, Lisa Jaffe, Palesa Tshukudu, Patience Mashaba, Stephen Quatember and Upakile</td>
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<td>2005</td>
<td>Athi Patra Ruga, Hestie Roodt, Justine Peel &amp; Bree Morrison, Katherine Mortner, Nomalanga Nyanda, Patricia Carlabalero, Rozanne Whyte, Sfiso Mthethwa, Tiaan Nagel, Victoria Boucher and Frances Andrew</td>
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<td>2006</td>
<td>Earthquake, Estan, Katherine Mortner, Malikah Hajee, Mzimo, Nicola Stevenson, Rozanne Immerman, Story, Tony Mestre and Zealous</td>
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<td>2008</td>
<td>Anisa Mpungwe, Khumo Moshimane, Marize Malan, Robyn de Klerk, Stephan Marin and Tanya Demby</td>
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<tr>
<td>2009</td>
<td>Celeste Lee Arendse, Elme Bekker, Jonica Gubula, Liza Benson, Marize Malan, Megan Perks and Naomi Molthamme</td>
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**Elle New Talent Search in association with Mr Price Designers:**

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<td>2010</td>
<td>Cleo Droomer, Elme Bekker, Kulooano Molokomme, Oriel Barnard, Laila Baderoon, Este van der Merwe, Ntokozo Kunene and Marize Malan</td>
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<td>2011</td>
<td>Anneke Koster, Charl Janse van Rensburg, Danielle Hartman, Kelly Esterhuyse, Khumo Manota, Kulooano Molokomme, Lameez Claasen, Samantha Constable and Cleo Droomer</td>
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**SAFW Renault New Talent Designers:**

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<tr>
<td>2012</td>
<td>Lameez Claasen, Claire MacKenzie, Katherine Mortner, Kelly Esterhuyse, OO ilu, Ludwig Bezuidenhout, Samantha Constable, Tzvi &amp; Ramon and Fashion Diary</td>
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<td>2013</td>
<td>Anmari Honiball, Cutterier by Laz Yani, ERRE, Mej. Lues by Hanrie Lues and Take Care</td>
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**SA Fashion Week Renault New Talent Designers:**

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<tr>
<td>2014</td>
<td>Angelo Sebastian, Revelation Fashion, Oh! Deer, Jenevieve Lyons, Wake</td>
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**SA Fashion Week Sunglass Hut New Talent Search Designers:**

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<td>2015</td>
<td>WITH by Dean Charles Hauptfleisch, Somerset Jane by Melissa Jane Somerset, GreerKyle by Greer Kyle Dennison, IAMIONE by Farah Wallet, Mod-Ish by Wardah Safi</td>
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1997
ANDRE CROUCAMP
BLUE ZOO
CATHRINE MOORE
CLIVE
DE PATRI
DUVALL
ERROL ARRENDZ
GAVIN RAJAH
HILTON WEINER
HIP HOP
JENNIFER BUTTON
JULIAN
MARC & MICHAEL
MARIANNE FASSLER
THE BOYS
THOMAS RED
WYLDE OSCAR

1998
ANDRE CROUCAMP
CATHRINE MOORE
CLIVE
ELZBIETA ROZENWORTH
FRANCOIS VEDEMME
GAVIN RAJAH
GIDEON
HIP HOP
JULIAN
MARC & MICHAEL
MARIANNE FASSLER
MARION & LINDIE
NATALIE
PAUL MUNROE
THE BOYS
WONDER BOY

1999
ABIGAIL BETZ
AMANDA LAIRD CHERRY
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CLINTON LOTTER
CLIVE
CRAIG NATIVE
DAVID WEST
DE PATRI
ERROL ARRENDZ
GAVIN RAJAH
INEELENG
JAMES MOULDER
JULIAN
KAREN MONK KLEINSTRA
MARIANNE FASSLER
MARION & LINDIE
ROW-G
SISTER BUCKS
SUSAN HANSEN
TERRENCE BRAY
WONDER BOY

2000
ABIGAIL BETZ
ANNA-MARI
BLACK COFFEE
CHEEZE
CLIVE
COLLEEN DUBANE
CRAIG NATIVE
DANIEL LE ROUX
DAVID WEST
FABIANI
IRENE KOTSIROS
JENNIFER BUTTON
JOE SOAP
LIALIZE BEZ
MAYA PRASS
ROW-G
SUSAN HANSEN
WONDER BOY

2001
ABIGAIL BETZ
ANDRE CROUCAMP
BLACK COFFEE
BONGA BENGU
BRITT CORMACK
CHELLELOVATT
CLINTON NAIDOO
CLIVE
COLLEEN DUBANE
COPPELIA
CRAIG NATIVE
DANIEL LE ROUX
DAVID WEST
GIDEON
HELENE BULL
ICUBA
IRENE KOTSIROS
LIALIZE BEZ
LOTTO RAMOSITU
MALCOLM KLUK
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ABIGAIL BETZ, ALEXANDER KOUTNEY, AMANDA LAIRD CHERRY, ARTISTIC SOUL, AUBREY RAMATLA, BLACK COFFEE, BONGIWE WALAZA, BRENDAN STURROCK, BRETT GOLDMAN, CLIVE RUNDLE, COLLEEN ETZEN, CRAIG NATIVE, DE MIL, DM CLASSICS, DUST, EPHYMOL, GLOIRI, GUILLOTINE, HERMANA RUSH, I LOVE LEROY, INCUBATOR BY LISOF, IRMGARD MKHABELA, JJ SCHOEMAN, LEO MASHELE, LUNAR, MASEKELA, MANTSHO, MARION & LINDIE, MISS SCARLET, MON MOIR, POETRY MUSEUM, PSYCHIC, ROBIN LIDSKY, ROGER SAINT, RUBICON, SHUKRIE JOEL, SOUL SPICE, STEPH G, STORY, SUPERELLA, TERENCE BRAY, TWO, ZULOE.
SA FASHION WEEK

Left to Right: Sun Goddess (AW16) Dope (AW16) Keys Fashion (SS15) Thabo Makhetha (AW16)

DESIGNER TIMELINE

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