



## SA Fashion Week Partnership Announcement SS16

SA Fashion Week aligns with like-minded partners that share in the vision of SAFW and the growth and development of the South African fashion industry in its entirety.

The partnerships form part of the SA Fashion Week's ongoing strategy to empower the industry and the economy at large, and to allow for a powerful leveraging platform between Sponsor and Brand. To maximize the power of sponsorship for our partners, all SAFW platforms are utilized to elevate and leverage our partnerships. Without our valued sponsorship partners SAFW would not be possible.

### Edgars

Johannesburg will once again come alive with the Fashion fraternity showing up to view the SAFW Collections. 50 of the most prominent designers in South Africa showing their fiercely independent street style and endlessly inventive design. Following in the footsteps of fashion weeks worldwide such as New York Fashion Week and Paris Fashion Week, SA Fashion Week is the ultimate destination for local talent to strut its stuff.

SAFW has always been a patron of the new, inspiring emerging talent and offering up and coming designers a chance to showcase their creativity and vision. Based on this, the sponsorship is a natural fit for Edgars, who formed the "Edgars X SAFW Designer Capsules" in four key stores in 2012 - Melrose Arch, Sandton City, Rosebank Mall and Menlyn. This season, Edgars announces its continued sponsorship of the proudly local event. Edgars has been the official retail sponsor of SA Fashion Week since July 2011, marking this the fourth anniversary of the partnership.

SA Fashion Week and Edgars meet in their shared vision to ensure that the best SA has to offer is now easily available to customers across Gauteng. Since many designers don't have their own retail front, local talent can leverage Edgars' extensive knowledge and systems as well as a customer database to access new audiences. Some of these same designers are picked up by SA Fashion Week, and Edgars deepens their relationship and support of these brands through the sponsorship of the event.

## **Cruz Vodka**

As the official vodka sponsor for SA Fashion Week, this season's Cruz Vodka SS16 opening party promises to go above and beyond. '*Cruz Vodka epitomises luxury, fashion and style, and the opening party of SA Fashion Week AW16 promises to exceed expectations.*'

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## **Rimmel London**

Rimmel London, official make-up partner of SA Fashion Week will be ushering in the Spring / Summer '16 Collections with esteemed SA Designers for the fourth season running. "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", says Fahima Saban, Senior Brand Manager for Rimmel London in South Africa.

Rimmel London, a fashion forward leading global brand is synonymous with iconic ambassadors such as Kate Moss, Georgia May Jagger and Rita Ora who personify the brand's sexy edge and daring street-chic personality. Rimmel London epitomises a fusion of runway and ready-to-wear looks at great value for money. Through constant innovation and superior quality, the brand is always on trend, and brings to life the allure of South Africa's Top Designers, giving consumers the steps to recreate these looks to feel runway ready day and night.

Consumers can look forward to exciting launches over the next few weeks and Rimmel London will showcase its latest in lip technology at SA Fashion Week with the launch of The Only One Lipstick. Filled with all-day comfort, moisture and long lasting wear, The Only One Lipstick gives a power pout that creates confidence and an attitude so that you can wear fashion your way, no compromise!

Rimmel London is also set to announce an upcoming breakthrough technology in mascara that's a game changer and will be sure to excite mascara lovers everywhere – watch this space!

Rimmel London will be offering consumers the chance to win an opportunity to be part of this exclusive and prestigious event to see the latest collections from SA's top designers and up-and-coming talent. To enter this sensational giveaway, visit The Stylista and A Fashion Friend websites for details. Don't miss out!

"We are also excited to host our recent Rimmel London Look Competition winner, Lisa Fortuin (Lipstick Lifestyle), at SA Fashion Week. She will be returning from her trip to London, where she has the once-in-a-lifetime opportunity to meet Rita Ora! On behalf of Rimmel London SA, Lisa will be Snapchatting away to give fans a front row experience of the best of fashion and beauty, and exclusive peak at behind the scenes," concluded Fahima Saban. Follow rimmellondonsa on Snapchat.

## **Sunglass Hut**

Sunglass Hut, the world's premiere eyewear retailer, is excited to be an official partner of SA Fashion Week in April 2016. Partnering with fashion weeks around the world and being the principal sponsor of London Fashion Week, guests to SAFW can expect a truly global fashion experience from Sunglass Hut, filled with designer eyewear, glamour, digital engagement and more. *'Last year Sunglass Hut started a journey with SAFW. 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

## **GQ**

GQ South Africa, the nation's most stylish men's magazine and media brand, has partnered with South African Fashion Week to discover and celebrate new talent as the official media partner for the SAFW Scouting Menswear Competition Spring/Summer 2016. GQ is well-known for introducing new designers and labels to the nation's most discerning men – and the Scouting Menswear competition, now in its third year, furthers that mission as a showcase of emerging South African menswear talent.

'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. SAFW is the right platform for this and GQ is thrilled to be part of the process.'

## **Lufthansa**

*'Lufthansa German Airlines is proud to be the official airline partner of South African Fashion Week, for a third consecutive year. Not only is the Lufthansa 1st Best Collections a celebration of Entrepreneurship; is it 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.

Up for grabs for this year's Lufthansa 1<sup>st</sup> Best Collections competition is a Travel Seminar to Berlin Fashion Week, sponsored by Lufthansa German Airlines. Included in this is the opportunity to attend the Premium International Fashion Trade Show in Berlin.

The Lufthansa 1<sup>st</sup> Best Collections is a showcasing platform that allows designers from the various SAFW Competitions as well as other emerging designers the opportunity to get a foot in the door of the Creative Fashion Design Industry in South Africa.

## **Hyde Park Corner**

Hyde Park Corner, together with The Park House of Events of Seventh are proud to host South African Fashion Week Spring Summer 2016 Collections. The Park House of Events on Seventh, located on the seventh level is a beautiful open conceptual space, with expansive and exquisite views of Johannesburg and is the perfect venue to host South African Fashion Week.

The idea was formulated by marketing manager of Hyde Park Corner, Michael Wilson. Hyde Park Corner is the leader in luxury, lifestyle and beauty, is also home to over 500 international fashion labels. With South African Fashion Week, focused on providing a platform for talented emerging South African designers to showcase their work, the two entities will sit comfortably alongside each other. Further, it offers them a showcase, linked to a shopping environment, that puts them next to some of the world's leading brands. Wilson says, it imperative to support local designers who all draw inspiration from the leading international designers.

Top selling design brand Marc Jacobs, sold at Luminance is a typical example. His shows are without doubt, the most anticipated, extravaganzas of New York Fashion Week and define the week as well as drawing the most celebrities, musicians and artists, much like our own home grown - Gert Johan Coetzee, who opens SAFW SS16.

Further, in this exciting season line up, Hyde Park Corner are hosting two public shopping days, following the SAFW Fashion Trade Event, traditionally only open to buyers and press.

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