



**Johannesburg – 30 July 2016**

### **SA Fashion Week Partners Release**

*“The creation of a fashion ecosystem takes motivation, inspiration and a lot of energy. Further, of utmost importance, is the support of financial partners. SA Fashion Week associates itself with brands who are leaders in their respective industries; like-minded thinkers who understand the power of fashion in our ever-evolving world”* **Lucilla Booyzen, Director, SA Fashion Week**

The South African fashion ecosystem requires a number of elements to ensure it not only thrives, but excels and grows. These fundamentals include a range of forward-thinking retailers, a strong youth culture and diverse, vibrant cultural institutions. In order for our local fashion ecosystem to succeed it requires a strong relationship between all of its players; the fashion directors, editors, professional freelance stylists, fashion media reporters, bloggers, vloggers and photographers. Together, these players build our unique, expressive SA style signature. It also requires fashion-forward financial partners who are industry leaders and at SA Fashion Week we are proud to associate ourselves with brands who are like-minded thinkers, brands who understand the power of fashion and who share the same purpose and ambition.

SA Fashion Week (SAFW) celebrates close to two decades of the business of fashion this year! As Africa's largest Fashion Week, SAFW has supported the showcase of 146 SMME's during this time. Once a designer either has his or her own store or supplies 5 stores, they can show their collections and be a part of SAFW. Further, SAFW has four competitions that focus on the discovery of new talent and provides nurturing and growth support. These platforms have discovered and marketed over 154 young designers. This is the power of SA Fashion Week.

### Cruz Vodka

*'Cruz Vodka embodies fashion, luxury and style, and their presence at the opening party of SA Fashion Week AW17 guarantees an exceptional event. SA Fashion Week is proud to share such a fashionable voice with a brand such as Cruz'* **Lucilla Booyzen, Director, SA Fashion Week**

SA Fashion Week, AW17, launches in true glamour with the official opening party, thanks to Cruz Vodka, an official sponsor of SA Fashion Week. Cruz Vodka prides itself on producing vodka of exceptional quality. Welcome to

the Cruz life! A life full of fashion, music, art and luxury vodka. Cruz will keep the party going as celebrities, designers, models, fashion editors and stylists mingle stylishly. Cruz - the ultimate fashion party accessory.

### Sunglass Hut

The world's leading fashion eyewear retailer, Sunglass Hut, is the proud sponsor of the *Sunglass Hut SAFW New Talent show*. This talent search was launched by Lucilla Booyzen, Director of SA Fashion Week, in 1998 who realised the need for the creation of a platform for designers who wished to compete in the fashion industry and move towards building their creative business. The designers required long-term marketing opportunities, guidance and support and it was thus with this in mind that SA Fashion Week launched the New Talent Show. It has been a springboard for the careers of many well-respected and successful SA designers today. As a leading global brand with over 2000 stores, Sunglass Hut, is the most perfect sponsor partnership with SAFW for the New Talent Search.

### Edgars

At SA Fashion Week (SAFW) we believe that effective collaboration lies at the heart of success. The SAFW Edgars Capsule Collection partnership, now in its 5<sup>th</sup> year, is designed to assist both small and medium sized fashion enterprises grow financially and stimulate creativity and innovation. The true beauty of this relationship is that it benefits all involved parties; the designers, Edgars as a retail giant and the consumer. The designers are supported, nurtured and guided to ensure their collections are delivered at the highest standard and their businesses grow in addition to making high-end fashion labels far more accessible to the market. The partnership for Edcon ensures that the company's creative strategy is energised and the consumer is engaged and excited by the retailer's commitment to bringing them leading local and loved fashion labels – making them within reach.

Across 5 top Edgars Stores there are 11 designers (detailed below) and this joint relationship presents multiple benefits, which include the opportunity to jointly develop affordably priced ranges, amplified brand visibility and additional revenue streams. A win-win for the business of South Africa's fashion industry!

*Designers include Black Coffee, Clive Rundle, Colleen Eitzen, GJC by Gert-Johan Coetzee, Mantsho, Rubicon, Sies!Isabelle, ERRE, Fundudzi by Craig Jacobs, Ilan, Sober, Keys Fashion, Non-European, Runway Online and Somerset Jane.*

*Edcon and SA Fashion Week first launched the SAFW X Edgars Designer Capsule Collection in Melrose Arch in 2011 followed by Sandton City in 2013 with Rosebank Mall and Menlyn Shopping Centre in Pretoria following in 2014.*

### Lufthansa

Lufthansa, the proud airline sponsor of SA Fashion Week, empowers young designers by giving them the opportunity to show their collections at this internationally recognized, marketing platform for the creative fashion design industry in South Africa. Lufthansa is more than an airline, it lives its brand promise of *Non-Stop You*, through non-stop fashion, non-stop style, non-stop excitement and non-stop travel. Flying the world's fashionistas around the world, Lufthansa boasts Europe's largest fleet of Airbus and Boeing jets and promises non-stop airport action.

### Rimmel London

Rimmel London, the beauty trendsetter, is very excited to partner with SA Fashion Week once again for the upcoming AW17 Designer Collections. The collaboration has been extremely successful and beneficial in building Rimmel's awareness in the SA fashion and beauty industry, strengthening its position as a trendy brand that understands that cosmetics is an extension of fashion and personal expression of style. Rimmel has new and exciting announcements from the exciting news that Cara Delevingne is the brand's latest brand ambassador....a perfect fit for Rimmel London in addition to the Kate Moss partnership anniversary in the near future. Be sure to check out @rimmellondonsa for more details.

### Hyde Park Corner

Hyde Park Corner is proud to host the AW17 SA Fashion Week Collections, the SAFW TRADE EVENT and the public SAFW TRADE EVENT taking place in the Centre court from the 28 - 30th September. With SA Fashion Week's focus on providing a platform for talented emerging designers to showcase their work, Hyde Park Corner is the perfect partnership for the two entities; new emerging local talent and the world's leading brands, to sit comfortably alongside each other. This year the TRADE EVENT sees SA Fashion Week launching the collections of 26 brand new local designers.

### The Park, House of Events on 7

The Park, House of Events on 7, located in Hyde Park Shopping Centre is a beautiful and wide open conceptual space. With majestic panoramic windows and natural light, the views are exquisite. This is the perfect venue to host South African Fashion Week.

### GQ Magazine

For more than 50 years, GQ has been the world's premier mens magazine, the leading authority on men interests. GQ provides the definitive coverage of style and culture. With its cutting edge design sensibility and the world's finest photography and journalism, the publication has been recognized with many awards year-on-year. Known to 'speak to all sides of the male equation' the relationship between GQ and SA Fashion Week is an important and smart partnership as our local men's fashion designers are editorially endorsed through the brand in addition to the aptly named *GQ Scouting Menswear Show*. Quite simply, GQ is both sharp and smart!

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