



South African Fashion Week Media Release

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Top Local Design Goes Live Again with Mall of Africa Staging SA Fashion Week in October

All the allure of *live* is set to return to local fashion as relaxed lock-down levels allow Mall of Africa to stage South African Fashion Week Autumn/Winter Collections on the runway to a select VIP audience from 28 – 30 October 2021.

The shows featuring 29 top designers, will then again be streamed from 4 November to a wider audience including international media, designer clients and local and global followers of fashion. The 2020 show broadcasts were viewed by over 73545 people worldwide and have therefore become a key new addition to the amplification of SA fashion marketing, says director Lucilla Booyzen.

This will be followed by the SAFW Trade Show in the Crystal Court at the Mall of Africa with 40 designers of men's and womenswear as well as accessories ranging from footwear and handbags to costume jewellery and millinery from 31 October - 1 November and the SAFW Pop Up Shop where fashion lovers will be able to interact and buy directly from all the participating designers from 3 – 5 December, in the same venue.

"Mall of Africa is immensely proud to support South African design, both by staging this dynamic showcase as well as by making retail opportunities available to talented fashion entrepreneurs," says Michael Clampett, Asset and Property Management Executive at Attacq Limited, about the three-year hosting partnership. According to Booyzen, participating designers are increasingly adopting the circular fashion system required to transition towards a more sustainable and cleaner, fashion order.

"This is evident throughout all the collections be it the new seasonal ranges by established designers or the entries for our New Talent or Scouting Menswear competitions with feature principles such as waste reduction, low impact materials, longevity and recyclability as well as a greater emphasis on higher quality and timeless design." Improved synergy between the designers and the downstream value chain, particularly in the fabric and local yarn production sectors where South Africa has a strong presence such as mohair and wool production, has emerged as another key driver of future sustainability.

This has resulted in *Fashion Bridges – I Ponti Della Moda*, a South African and Italian designer-led initiative between SAFW, the Italian embassy, Polimoda in Florence and the Milan Fashion Week and supported by textile company Da Gamma as well as Wool SA, Cotton SA and Mohair SA, which allowed Italian designers Julian



Cerro, Llaría Bellomo, Domico Orefice and Alessia Dovero and South Africans Fikile Zamagcino Sokhulu, Siphon Mbuto, The Bam Collective and Xavier Sadan South Africa to stage an exhibition at the Milan Fashion Week in September and again on 28 October at SAFW.

“Representing approximately 50% of the world’s mohair producers, we welcome the opportunity to introduce this luxurious and sustainable South African fibre to a wider audience through the Fashion Bridges – I Ponti Della Moda project,” says Marco Coetzee – general manager, Mohair South Africa.

The six finalists of the Scouting Menswear Competition will open this year’s SAFW on 28 October. They are Marquin Sampson, Refuse Clothing Brand, Saint Vuyo, Umsweko, Vanklan and Boyde who will show how they have responded to the creative challenge to transform 100% textile “waste” desirable, scalable, and commercially viable garments for the South African consumers.

SAFW and OPPO celebrate the technology giant’s first year in South Africa with a new partnership that will include the staging of the OPPO Collections, a show featuring a stellar cast of Thabo Kopele, winner of the 2020 Scouting Menswear Competition, Neo Rangaka of NEO, Mikhayla Farouk of Maklele and World Fashion Award winner, Amanda Laird Cherry, all unveiling their seasonal ranges produced exclusively in sustainable fabrics. “We are excited to have SAFW as a platform to demonstrate how OPPO’s philosophy of technology as an art form in service of mankind and being kind to the world, can be expressed in the equally modern yet classic and earth-friendly signatures of the designers we will be partnering with,” says Avashnee Moodley, Head of Marketing at OPPO.

The Rise and Shine Collections opens the week’s second day on 29 October with a collaboration between designer signatures Romaria, Ezokhetho and Erre and South Africa’s favourite personal pampering brand, Satskin. “Satskin has been a favourite indulgence in many South African bathrooms for a very long time. We are honoured to be the personal care and beauty partner of this platform that recognises our nation’s talent and creativity,” says brand manager Cabangile Dlamini.

Day two ends with the new collections from SAFW stalwarts, Mantsho, Franc Elis, Sober and Rubicon.

A trio of bright young designer talents - Artho Eksteen, 2021’s New Talent winner, Jacques Bam from The Bam Collective and 2021 New Talent finalist Michael Ludwig will collaborate on a joint show titled *no season no sex*, followed by the new collections respectively from Judith Atelier.



The final show of the event will feature the new collections from Johannesburg-based The Watermelon Social Club, a graduate of the 21 Steps designer development program, previous Scouting Menswear finalists, Ntando XV and Richard Hoy, ending off with Adam Chancellor-Maddison.

According to Booyzen, the partnerships with Carlton Hair, the official hair sponsor as well as MAC, the event's official make-up, are an integral component of the SAFW offering.

The visual language of hair and make-up is part and parcel of the total fashion moment. It is critical that these stylists understand and can interpret the designer's vision completely. Fashion and trendsetting have always been key pillars of both the MAC and Carlton Hair brands. Equally they both share SAFW's community and clean ecology ethos. It truly is a match made in heaven for SAFW," she says.

According to Booyzen, the online presence that SAFW has developed over the past year, is set to grow in response to the interest from fashion followers.

"We will therefore unpack both the designers' backstories as well as those of the various brands that are associated with the event."

Dates to diarise are:

- 13 October - SAFW Digital Media Conference
- 20 October - SAFW Digital Introduction of the Designers
- 28 to 30 October – SAFW Collections – Mall of Africa – entrance 22
- 31 October and 1st November – SAFW Trade Show – Mall of Africa, Crystal Court
- 3rd to 4th December SAFW Pop Up Shop – Mall of Africa, Crystal Court

SAFW Collections Programme

Thursday 28 October

19:00

FASHION BRIDGES I PONTI DELLA MODA

- FIKILE ZAMAGCINO SOKHULU
- SIPHO MBUTO
- THE BAM COLLECTIVE
- XAVIER SADAN SOUTH AFRICA
- JULIAN CERRO



- LLARIA BELLOMO
- DOMENICO OREFICE
- ALESSIA DOVERO

20:30

OPPO COLLECTIONS

- THABO KOPELE
- NEO
- MAKLELE
- AMANDA LAIRD CHERRY

Friday 29 October

19:00

THE SATISKIN RISE & SHINE COLLECTIONS

- ROMARIA
- EZOKHETHO
- ERRE

20:30

- MANTSHO
- FRANC ELIS
- SOBER
- RUBICON

Saturday 30 October

19:00

SCOUTING MENSWEAR

- MARQUIN SAMPSON
- REFUSE CLOTHING BRAND



- SAINT VUYO
- UMSWEKO
- VANKLAN
- BOYDE

20:00

- ARTHO EKSTEEN
- THE BAM COLLECTIVE
- MICHAEL LUDWIG STUDIO
- JUDITH ATELIER

21:00

- THE WATERMELON SOCIAL CLUB IN COLLABORATION WITH XT
- RICHARD HOY
- NTANDO XV
- ADAM CHANCELLOR-MADDISON

Tickets for the live shows at the Mall of Africa are available on: www.safashionweek.co.za www.quicket.co.za.
Only 10 tickets per show are available to the public.

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SA Fashion Week

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