



## Media Release

### The Mall of Africa Face of Fashion

**7th September 2021, Johannesburg 10h00:** The Mall of Africa in collaboration with SA Fashion Week is excited to announce the finalists in the Mall of Africa's Face of Fashion Competition. This is a unique opportunity to launch the career of our next fashion supermodels as this never-before-seen, faces of fashion, will be spotlighted on the runway for South African Fashion Week's Collections taking place from the 28th to the 30 October, and the SAFW, Pop-up Shop. The selection of the winners will be done during the Pop-up Shop that will run during regular shopping mall trading hours, in the Crystal Court, Mall of Africa, between 02 – 04 December.

Our models play an intrinsic role in unfolding the narrative of the collections showcased at SA Fashion Week. These ambassadors of fashion, personalize and bring the collections to life.

On Saturday the 4th December a panel of judges will select one male and one female model from a shortlist of aspiring "faces". These two future icons will be represented by ICE model management. In addition, the winners will receive a R10 000 gift voucher from the Mall of Africa. Previous winners, Lethabo Khunou and Trystan Riley both secured high-profile modelling assignments after The Face of Fashion. From local triumphs, such as opening shows at SA Fashion Week and a Castle Lite Drop in collaboration with Thebe Magugu, all the way to international campaigns for Bellagio Jewellers.

A model is an extension of the Designer Collections, a fundamental piece to the collective exhibition of art. This is what differentiates the experience by giving it personality in the mass of digital content published by the media, designers, and their followers. It is not only a story of the garment creation that takes centre stage in fashion design any longer but the face that interprets, projects, and makes the clothes themselves come alive.

### **SA Fashion Week**

SA Fashion Week is the only Business-to-Business fashion platform in Africa, marketing the designer collections to both local and international buyers, media, celebrities, and bespoke clients.

For more information about SAFW, please visit our website: [www.safashionweek.co.za](http://www.safashionweek.co.za)

### **Mall of Africa**

Mall of Africa is South Africa's largest shopping Mall ever built in a single phase, with over 130 000m<sup>2</sup> of retail space, and is home to over 300 shops, many of which are flagship stores. In addition to a vast array of both local and international brands, the Mall also boasts uniquely identified court areas made for easy shopping navigation, as well as exceptional access, location, and visibility. Located in Waterfall City, the Mall of Africa has an elegant design, which enhances its surrounding environment.

For more information on the Mall of Africa go to: <https://mallofafrica.co.za/>

**--Ends--**

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SA Fashion Week

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