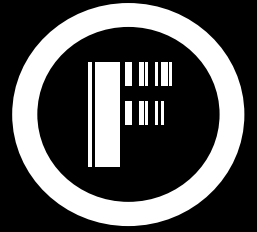


SA FASHION WEEK®
THE BUSINESS OF ETHICAL FASHION



ANNUAL REPORT | 2022



We remain immensely grateful to the continued recognition and support of our partners.

They are:

Mall of Africa, the official home of SA Fashion Week

Cruz Vodka, the official alcohol partner and sponsor of the launch party

Mobile phone maker Oppo that has taken SA Fashion Week visual content-making to a new high with its superlative Reno 8 handset

Carlton Hair that defines hair trends in South Africa

M.A.C who warrants SA Fashion Week to introduce the seasonal beauty looks



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Images: Fikile Zamagcino Sokhulu AW23, Amanda Laird Cherry AW23, Artclub & Friends AW23, Michael Ludwig Studios AW23

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The Italian fashion industry demonstrates how a well-coordinated and government-supported fashion industry can serve as a powerful economic force. As one of Italy's top industries, it generated Euro 66.6 billion in 2019 alone. France, the United Kingdom, and United States of America, as well as other emerging fashion countries contribute hugely to their respective Gross Domestic Product (GDP). A local designer-led fashion industry has the real potential to make an equally significant contribution to South Africa's GDP. This is the reason why I started SA Fashion Week in 1997.

Local fashion expresses national identity, by making the distinctive qualities that define a country, a region or a climate, tangible in a wearable way. Consumers are increasingly responding to the inherent beauty in such a unique aesthetic contra the backdrop of "one size fits all" monotony of mass fast fashion. It is a trend that dovetails with SA's fashion industry which is comprised of collaboration between small or medium-sized (SME) manufacturers and designers. It should be expected from our government to grasp the economic opportunities presented by this trend too. International best practice could bolster our design industry and allow it to play its rightful part in boosting our economy and create jobs. After all, everyone has to wear clothes. Each signature has a unique and often fiercely loyal tribe of followers and this is the key strength of our designer community.

In combination with SA Fashion Week's exposure and the power of social media, this allowed many designers to ride out the impact of Covid by leveraging e-commerce and keeping direct communication channels open. It also facilitated the move to slow fashion and online shopping to gain momentum. SA Fashion Week also renewed contact with a variety of international parties during Covid, and were thrilled to discover that many re-

main excited by the thought of restored collaboration with our designers.

SA Fashion Week has been paving the way for the retail sector to support SA designers via trade shows, designer PopUp Shops and other initiatives. The response from large retailers and departmental stores, has been uninspired and short-sighted. Rather than harnessing the opportunity to build our brands, too many have opted for the easy route of inexpensive, and often tepid, imports. Real and exciting opportunity exists or the mainstream sector, including large international chains dominating our market, to commit to local production.

I equally believe government should commit to the fashion industry with a holistic approach to re-ignite the enormous skill set of our textile industry. It has been ravaged by a laissez-faire attitude to cheap imports. Incentives and strategies to enable erstwhile strong manufacturers to regain their competitive momentum by updating technology and incorporating complementary endeavours together, must be put on the table.

The eyes of the world are on Africa, more specifically, South Africa. We have a chance to attract new and sustainable interest with a contemporary and appealing slow fashion contribution. It can replace the hold of fast fashion. Now is the time to do everything in our power to support our designer community. After all, no one escapes fashion. We consume it without realising its power.

Lucilla Booyzen CEO SA Fashion Week



INTRODUCTION

Images: Rubicon AW23, Belhauzen AW23, Erre AW23, Ephymol AW23

SUSTAINABILITY: AN OVERRIDING TREND

The onset of Covid in 2019 proved to be the turning point for a new consciousness in global fashion. It demanded a radical overhaul of the industry's often flippant and frivolous image and the stranglehold of its inner circle of luminaries and socialites in the traditional fashion capitals. Climate change, supply and trade blockages, energy shortages and a vicious territory war in Eastern Europe, brought humanity's survival into focus, and with it, a reset on every aspect of contemporary life, including the international fashion status quo.

Sustainability has since become the only real game in town. The climate lobby had flagged wasteful production practice before 2020. Reality hit home during Covid with a commensurate rise in the unequivocal demand for change. Design trends now must be informed by sustainable, responsible and compostable principals that have to be taken seriously. A sustainable ethos has turned socio-economic and geographic conditions that previously hamstrung South Africa's fashion industry into advantages.

Local designers have always had to:

- Work in small design studios producing limited and timeless, slow fashion collections
- Use design methods and processes that require less automation
- Practice fairtrade principles, employ local labour, empower, and adhere to statutory working conditions including minimum wages and ongoing training and upskilling
- Operate within an integrated supply chain of strong, reliable,

long-lasting and personal relationships which localises production and guarantees the provenance of garments

- Use local natural fibre and compostable fabric customised with their own prints to ensure price points remain competitive
- Operate within their communities which stimulates localised job and wealth creations and reduces their carbon footprint
- Design without fur
- Produce on a small scale which is demand, rather than supply, driven

The above factors place the South African design industry in a unique position. It can capitalise on the appetite for sustainable fashion. SA Fashion Week's principal role continues to be in guiding the designer's vision, providing a high profile and vibrant marketing platform that can attract African, and ultimately international markets.



Images: Helon Melon AW23, Black Coffee AW23, Munkus AW23

SPRINGSUMMER 22

Fifteen established ladieswear, six menswear and six emerging designers showed collections.

Several designers indicated that business was more robust than in 2021. Total industry growth however, remained flat and stymied by inherent weaknesses in the value chain. The lack of high quality, contemporary, and sustainably-produced fabric continues to be a considerable challenge.

Recent research by the South Africa Cotton Cluster: 'The Economic Value of the Designer Fashion Sector in South Africa Report', found that sixty percent of designers had to rely fully on imported fabric, with thirty-nine percent switching to entire unsustainable fabrics to sustainable fabric as a result of the greater availability of such stock internationally. The key trends

to emerge from the collections showed an emphasis on recycling and the use of natural fibre often partnering with like-minded green suppliers. The shift to gender fluidity and inclusivity as well as the use of full-figured models, were distinct trends as well.

The online space continues to gain momentum as the principal retail and marketing environment. This allows designers to simultaneously explore off-shore niche opportunities and forge cross-border industry networks, as well as to exploit the trend to localised trade.

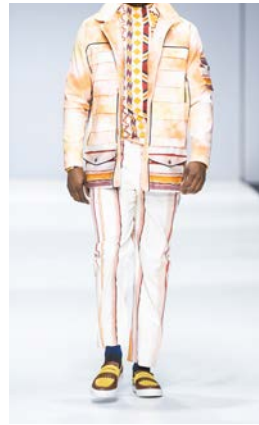
“In 2023, the global fashion industry will need to weather inflation while finding opportunities to shift consumer patterns, channel and digital marketing strategies, and manufacturing approaches” - McKinney

THE HYBRID COLLECTIONS

AUTUMNWINTER 23

The South African design ethos is characterised by an expressive individuality, derived largely from the absence of a long, and potentially, stifling, tradition and culture.

AW23 saw a growth in menswear. Thirteen new collections were launched. Fourteen new womenswear ranges were shown too. These designers all have established high street or on-line outlets. Gender-neutrality was a key theme with signature label collections such as Maxhosa, Robyn Keiser's Artclub and Friends, Amanda Laird Cherry, Michael Ludwig Studio, NtandoXV, Black Coffee, The Bam Collective and Loxion Kulca, clearly blurring the lines between men's and womenswear as well as design categories. Athleisure lived happily with street, retro or minimalist approaches and vice versa.



Ephymol AW23



Franc Elis AW23

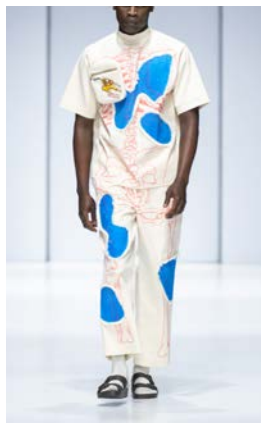


Abanto AW23

COLLECTIONS MEN



Foybear AW23



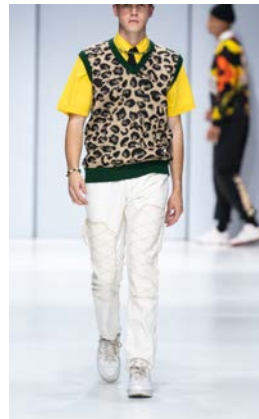
Gugubygugu AW23



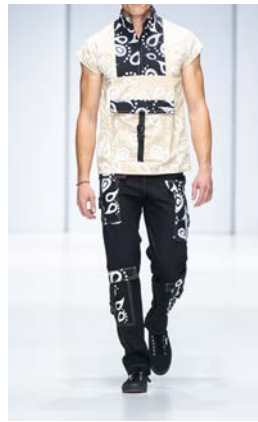
Ipantsula AW23



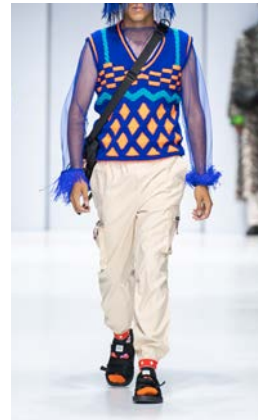
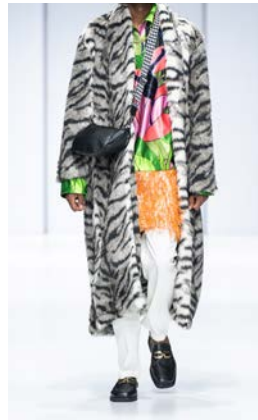
PLJXTheBreed AW23



Refuse AW23



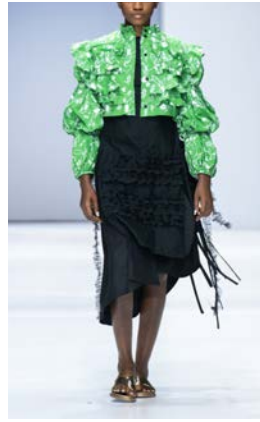
Rebirth AW23



Vanklan AW23



Czene AW23



Fikile Zamagcino Sokhulu AW23



Munkus AW23

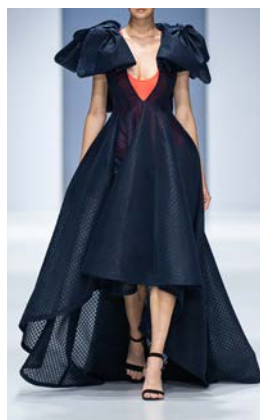


Rubicon AW23

COLLECTIONS WOMEN



Belhauzen AW23



Erre AW23



Black Coffee AW23



Essie Apparel AW23



Helon Melon AW23

COLLECTIONS GENDER FLUID



Amanda Laird Cherry AW23



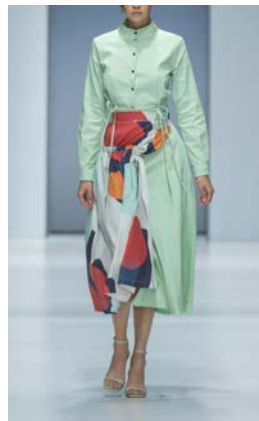
Artclub and Friends AW23



Luxion Kulca AW23



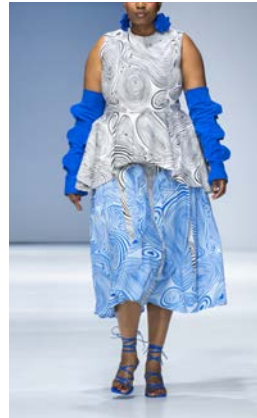
Maxhosa AW23



Michael Ludwig AW23



Ntando XV AW23



The Bam Collective AW23



PILLARS OF SA FASHION WEEK

JOBS, JOBS, MORE JOBS, AND WOMEN'S EMPOWERMENT

Job creation and women's empowerment remains central to SA Fashion Week's commitment to the fashion industry. In 2022, as a result of the 53 new ranges launched, 2445 jobs were created by the 59 designers who participated at the two trade shows and the 39 designers who leveraged the PopUp Shop to access the Mall of Africa's affluent customer base. The health of the fashion industry in general, and SA Fashion Week in particular, impacts most keenly on its predominantly female workforce. This is particularly relevant given the socio-economic wisdom that "a job created for a woman, is an income created for a family." The design industry continues to benefit from the retail sector's haemorrhaging of jobs making high calibre skills both more available and more affordable.

REPUTATION & CREDIBILITY

SA Fashion Week was founded in 1997 and continues to serve as a world-class marketing platform for local design equal in every respect to its peers in the global fashion industry. It is committed to an supremely professional and transparent corporate culture and is fully aligned with all progressive developments in the industry, in particular, the massive shift towards sustainable and earth-friendly fashion. In this capacity it facilitates interaction between the design community and local producers of sustainable fibres such as responsibly produced cotton, mohair, wool, and leather. It actively develops mutually beneficial and innovative collaborations that underpin the adoption of

circular production such as recycling, upcycling or the use of compostable fabrics.

ENTREPRENEURIAL SKILLS DEVELOPMENT

An internationally competitive fashion industry requires high level skills and inherent robust capacity. SA Fashion Week therefore expanded its comprehensive training programme of webinars to include coaching by experts in the field that included international developers and mentors, retail buyers and CEO's as well as business consultants and tertiary educators on:

- export-readiness
- the challenges of getting product into store
- e-commerce and online marketing

VALUE CHAIN DEVELOPMENT

As the country's only B2B marketing platform, SA Fashion Week is the country's only Business to Business marketing platform. Its sphere of influence therefore extends across the full value chain of the creative fashion industry to include industries such as modelling, hair styling and make-up.



PILLARS

Images: Amanda Laird Cherry AW23, Artclub & Friends AW23, Fikile Zamagcino Sokhulu AW23 ,Rubicon AW23

MODEL INDUSTRY DEVELOPMENT

SA Fashion Week books models exclusively from agencies affiliated with the National Association of Model Agencies (NAMA), the registered non-profit company that regulates the modelling industry to ensure it operates according to ethical and professional standards to ensure the prevention of any exploitation of models.

Top models have the unique ability to bring garments to life and to express a designer's creative vision.

Equally, top models are born on the ramp where the visibility afforded by a platform such as Fashion Week can catapult them into a flourishing career within a season. SA Fashion Week launched the Mall of Africa's Face of Fashion competition for women and men in 2019.

In 2022 the competition drew 114 entrants, 70 females and 44 males through traditional channels and 897 online entries. The ten male and female finalists as well as the overall winners in each category (male model Oamogetswe Mabudafhasi and female model Kay Ayobami) made their debut appearance during the PopUp Shop and the AW23 shows. Both winners received a R10 000 gift voucher from Mall of Africa as well as a professional contract with top agency Boss Models.

DYNAMIC MARKETING COMMUNICATION

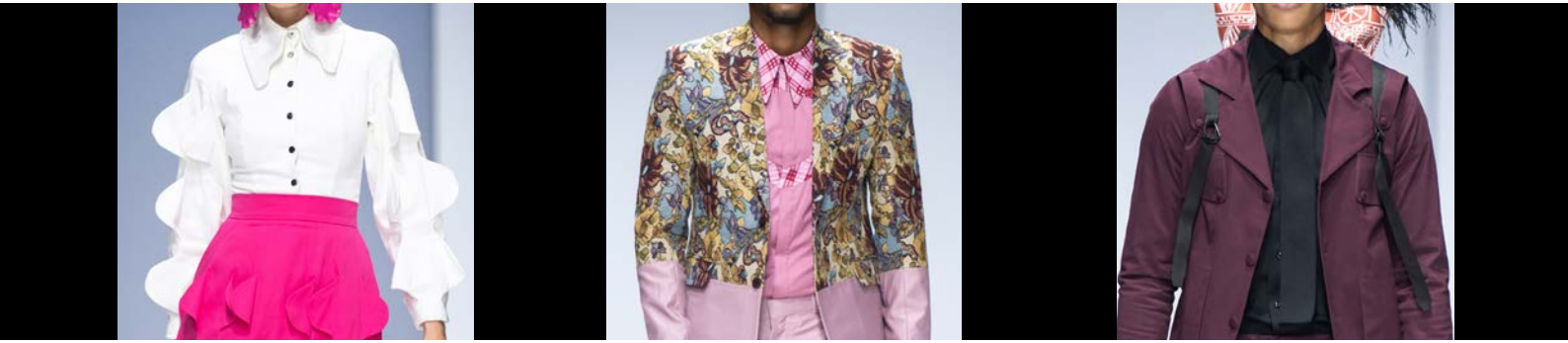
SA Fashion Week has valued the power of effective communication since its inception. The online space has expanded its ability to communicate cost effectively to highly targeted audiences significantly.

Working in close collaboration with designers, it uses several online platforms to disseminate monthly newsletters, weekly alerts and intensive social media campaigns with the principal aim to drive traffic, engagement and sales conversion. All communication is measured closely by the independent auditor, Novus Group, to ensure efficacy and efficiency and to provide ongoing insight into the various audiences targeted by stakeholders.

SA Fashion Week's trade show and PopUp Shop equally deliver excellent access to, and insight into, changing consumer behaviour that allow designers to adapt their business model strategically.

INVESTMENT

SA Fashion Week uses a self-generating funding model where it develops mutually beneficial collaborations with the business sector to secure the income it requires for its multiple initiatives.



Corporate support from synergistic brands such as mobile phone Oppo, Cruz Vodka and leading fashion hub, Mall of Africa, continues to be central to SA Fashion Week's success.

THE MALL OF AFRICA

The Mall of Africa has been the official home of SA Fashion Week since 2020.

"Our association with the South African Fashion Week and the seasonal collections of the cream of local design explains why 12 000 young South Africans have given us their vote as the Coolest Mall for five consecutive years in the Sunday Times Generation Next Awards. They resonate with our vision of tapping in on the dynamic energy of an African metropole such as Mall of Africa by providing high-profile platforms for our creative entrepreneurs to be spotlighted," says Leemisa Tsolo, Head of Asset and Property Management, Retail of Attacq Limited, the co-owners of Mall of Africa.

"Our consumers are increasingly wanting to express a contemporary, yet uniquely African, fashion identity. This drives our determination to be the continent's premier shopping destination for top local fashion," he says. Designer Laduma Ngxokolo's rapid success with his Xhosa-inspired, modern knits bears testimony to this. Within a year of opening a small store on the lower level in 2018, the signature Maxhosa AFRICA brand had to relocate to its current large premise on the upper level of Mall of Africa. "We look forward to welcoming many more designer success stories of the Maxhosa AFRICA caliber in our

retail offering".

CRUZ VODKA

"Cruz is a premium vodka and SA Fashion Week is the country's most prestigious fashion event. Together we are the quintessential point of entry into the world of luxury creations," says Maisha Mamabola. As one of the key sponsors, Cruz hosts a star-studded and exclusive party and ensures a steady stream of dazzling mixology and NYC provenance before every show during the whole event. The bold partnership also offers an opportunity to grow the next generation of success by supporting upcomers with access to media, dressing influential figures, interviews and giving them the reigns to "Make it Anywhere" says Maisha Mamabola, Brand Manager White Spirits Distell.

OPPO

Creative talent meets opportunity through technology. Over the past two years of OPPO's partnership with SA Fashion Week, the brand has experienced directly how the cultural multiplicity of South Africa – viewed by many as Africa's fashion capital – has come alive from working with its top creative talent, says Avashnee Moodley Head Of Marketing OPPO South Africa.

"This partnership has allowed us to create opportunities for young designers to access affordable resources with which to take designs from paper to the runway. We value this partnership which has allowed us to fuse talent and opportunity with everything that the OPPO brand represents in authentic aesthetics, style, technology and design."



CORPORATE PARTNERS

Images: The Bam Collective AW23, Ephymol AW23, Franc Elis AW23, Loxion Kulca AW23

M.A.C COSMETICS

Make-up sponsor, M.A.C Cosmetics, seasonally produces the looks that complement the new collections. According to Vanessa Campbell Head of Marketing M.A.C “The M.A.C and SA Fashion Week collaboration expresses individuality and authenticity through art. The collaboration offers a platform for all to be themselves, proudly using talent and hard work while building a community filled with new possibilities. M.A.C and SA Fashion Week are the voices of visual arts and beauty for all – where wearable and wow-able trends are born backstage for each season”.

CARLTON HAIR

Carlton Hair is the official hair partner to SA Fashion Week. Hair styling that interprets and contributes to expressing the participating designers’ vision with a new collection, has been a hall mark of SA Fashion Week’s seasonal shows due to official hair sponsor Carlton Hair’s innate understanding High Fashion.

JANUARY – MAY 2022

19 January	Distribution of SA Fashion Week Save the Dates alert
14 March	SA Fashion Week media release
20 March	SA Fashion Week LIVE ticket sales through Quicket opens
30 March	Media release distributed
6 April	Media launch
13 April	1st Webinar – Meet the Designers
20 April	2nd Webinar – Meet the Designers
21–22 April	Designer interviews
28–30 April	SA Fashion Week Collections
1–2 May	Trade Show
2 May	Collection Videos posted on YouTube and SA Fashion Week website
2 May	Collections Broadcast on SA Fashion Week social platforms and YouTube
	SA Fashion Week Collections videos with comprehensive sponsor logos packaging, distributed to international channels: Fashion Channel, Video Fashion, The Business of Fashion and Fashion TV

COMMUNICATIONS PLAN

AUGUST – NOVEMBER 2022

5 July	Distribution of SA Fashion Week Save the Dates alert
7 September	Webinar – How to put a Collection together for Retail
14 September	Webinar – Getting your Product into Store
20 September	SA Fashion Week LIVE ticket sales through Quicket
21 September	Webinar – Starting and Growing your Business
21 September	Media release distributed
28 September	Webinar – Building and Marketing your Business
5 October	Media Launch
20–22 October	SAFW Collections
23–24 October	SAFW Trade Show
24 October	Collections Videos posted on SA Fashion Week website
	Collections Broadcast on SA Fashion Week Social Platforms and YouTube.
	SA Fashion Week Collections videos with comprehensive sponsor logos packaging distributed to international channels: Fashion Channel, Video Fashion, The Business of Fashion & Fashion TV

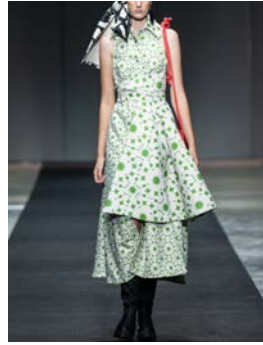
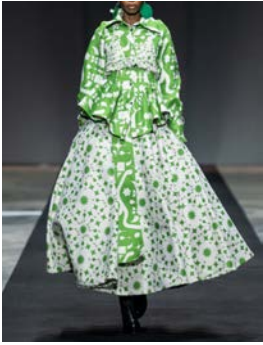
SA Fashion Week creates and runs competitions to provide a launch pad for young designers and to contribute to the growth of the industry, organically and from the bottom up.

Competitions are beneficial in many ways. They stimulate innovation and healthy reciprocation among peers cultivating a culture of excellence and a desire for success. They also offer the media interest value and allow buyers to easily identify potential new sources of supply giving fledgling entrepreneurs a healthy boost. Many finalists have become the fashion industry's successes.

All SA Fashion Week competitions are conceptualised in a way to promote a sustainable fashion ethos with core principals in ecologically, sound fabric sourcing, classic design and low or zero waste cutting techniques.

COMPETITIONS

- NEW TALENT SEARCH
- SCOUTING MENSWEAR COMPETITION
- STUDENT COMPETITION



NEW TALENT SEARCH

The winner of the 2022 New Talent Search was Thando Munkus Ntuli with her label Munkus. Announced during the SpringSummer22 Collections

The other finalists were:

- Sixx6
- Mekay designs
- Szene.24
- Gjenelo Couture
- Munkus
- Ipikoko

Over the past 24 years, this high-profile competition has led to the discovery of many of the industry's leading creatives and given both winners and finalists the necessary visibility to launch their design careers meaningfully.

Most recent winners have included MmusoMaxwell, Jacques Bam, Fikile Zamagcino Sokhulu, Sipho Mbuto and Arto Eksteen.

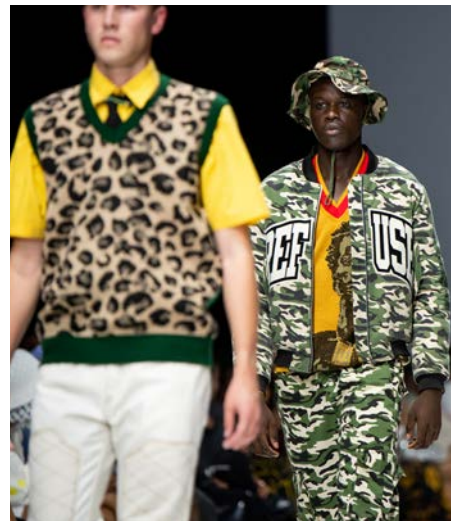
Open to South African womenswear designers who have been in business for less than ten years and who either have their own store or are supplying at least one retail outlet. Finalists are selected by a panel of industry leaders based on their ability to follow the brief, their distinctive talent, and their potential to expand their business.

The 2022 brief stated :

- Use fabrics with the least environmental impact such as natural linen, cotton or other sustainably sourced fabric
- Avoid fur or leather
- Fifty percent of the garment must include printing
- Use zero-waste cutting techniques such as draping or knitting, or a zero-waste pattern
- Provide care instructions to increase the garment's longevity
- Conceptualise a timeless and trans-seasonal design

The overall winner received R20 000.00 towards developing their debut collection as well as a free runway show at SA Fashion Week SpringSummer23 to launch their collection.

"Without a soul and a story to tell, design in fashion is empty."



SCOUTING MENSWEAR COMPETITION

The winner of the 2022 Scouting Menswear Competition was Refuse Clothing Brand.

The other finalists were:

- Abantu
- Czene.24
- Foy Bear
- GugubyGugu
- Ipantsula
- PLJ X The Breed
- Rebirth SA

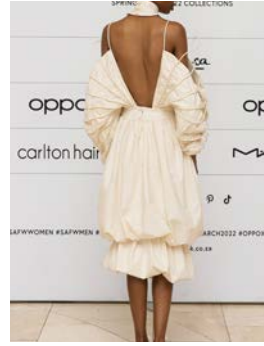
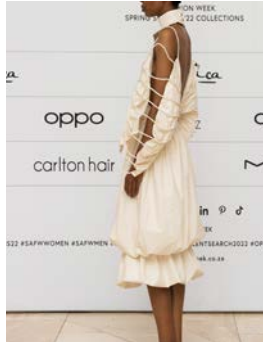
The Scouting Menswear Competition was launched in 2012 to raise the profile of emerging menswear designers by introducing them to the media and buyers while facilitating their entry into retail.

The 2022 brief challenged designers to develop menswear using hundred percent textile 'waste' that would appeal to contemporary lovers of alternative design whilst also demonstrating respect for technical innovation and sustainable fashion circularity. Permissible textiles included textile swatches, end-of-rolls, or damaged textiles, as well as unsold or second-hand clothing.

The winner received business opportunities to the value of R50 000.00.

This included:

- Showing their AutumnWinter23 Collection at SA Fashion Week in October 2022
- A stand at the SA Fashion Week Trade Show AW22
- A stand at the SA Fashion Week Designer PopUp Shop



STUDENT COMPETITION

The 2022 SA Fashion Student competition's brief was "Let Your Calico Speak".

Students from thirty colleges were invited to make a dress using standard calico which had to be altered creatively with dressmaking techniques. These could range from dying or distressing to beading, embroidering, ruching, or pleating the fabric.

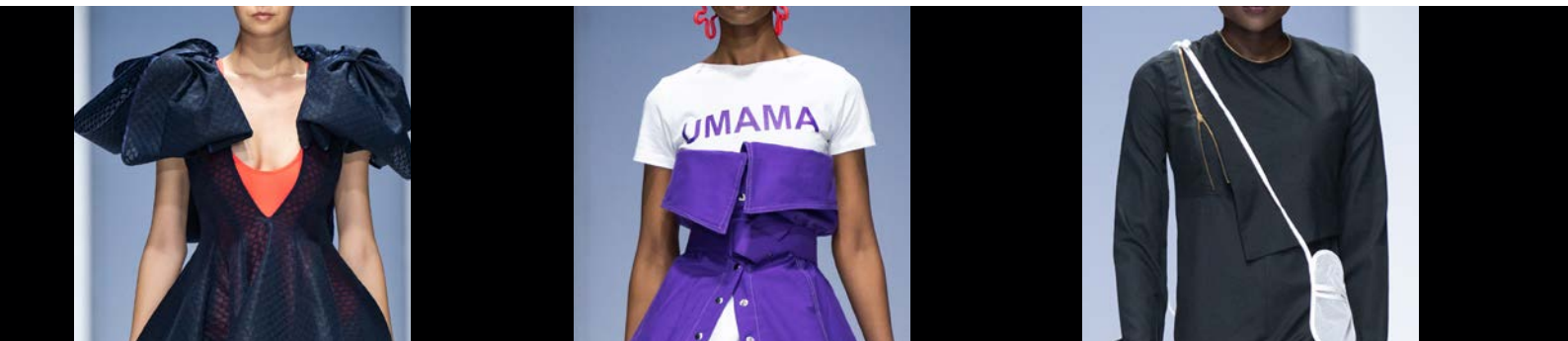
Judging criteria included originality, creativity, and the practical application of sustainability principles.

The twelve finalists were announced during the SA Fashion Week PopUp Shop at the Mall of Africa. Their entry garment was exhibited as part of the PopUp Shop's Runway Collections. They were also featured on SA Fashion Week's website and social media platforms.

The 2022 winner Ntsoaki Lesenyeho of the Durban University of Technology (DUT) received R5000 towards developing his collection as well as automatic semi-finalist entry to the 2023 New Talent Competition.

Other finalists were:

- Julia Whitby – DUT
- Khululwa Simelane – DUT
- Mankuroane Ogotlhe – STADIO
- Mlungisi Khuzwayo – DUT
- Mngqobi Gift Nxele – DUT
- Nim bus Khoza – DUT
- Phindile Vidima – DUT
- Vimbai Shamaine Gatsi – STADIO
- Xolile Mthanthi – DUT



Images: Essie AW23, Munkus AW23, Ntando XV AW23



FASHION WEBINARS

Image: Abantu AW23

SA Fashion Week hosted Webinar discussions for industry stakeholders, designers and the media.

These included:

HOW TO BUILD A RETAIL-READY COLLECTION

Panellists:

- **Massimo Casagrande** – Post-graduate Programme Leader at the Instituto Maranoni in Paris
- **Sennait Ghebreab** – Programme Leader at the Fashion Business Instituto Marangoni School of Fashion in London

HOW TO GET YOUR PRODUCTS IN-STORE

Panellists:

- **Amanda Rick** – Head Buyer – Zando
- **Hazel Pillay** – General Manager – Pick n Pay Clothing
- **Kiba Bam** – Head of Design – Incubation Programme – The Foschini Group (TFG)
- **Michael Hanan** – Chief Executive Officer – Fieldstores

STARTING AND GROWING YOUR BUSINESS

Panellists:

- **Betina Swart** – Managing Director - Me&B Sourcing
- **Shane Biegnaar** – Creative Founder – The Bizniz Media and e-Commerce Consultant
- **Nokwazi Mzobe** – Co-founder & Commercial Lead – ORBmersive

HOW TO BUILD YOUR BRAND AND MARKET YOUR BUSINESS

Panellists:

- **Tom Fels** – Chief Executive Officer – Animarem
- **Nandi Molefe** – Entrepreneur, Brand Communications and Social Media Marketing Strategist
- **Shekara Singh** – Chief Marketing Officer – Zando
- **Arabelle Treurnicht** – Lecturer – Trend Analysis, Marketing and Brand Management – STADIO

“Brand owners and retailers need to rethink the relationship between themselves and the suppliers. You’ve got to treat them as partners; you’ve got to treat them as a critical component of the entire ecosystem. In a supply ecosystem, you are only as strong as the weakest partners.” - Joseph Phi Group Chief Executive, Li & Fung for McKinsey 2022



WHOLESALE, RETAIL & TRADE SHOW

SA Fashion Week is the designer community's premier B2B marketing body. It's purpose is to stimulate a robust wholesale and retail point of sale networking for local design.

More than seven hundred designer labels have reached the market through its distribution channels which are:

- The Collections
- Trade Show
- PopUp Shop
- SAFWIN - a wholesale agency that sells designer signature garments to local and international boutiques and departmental stores

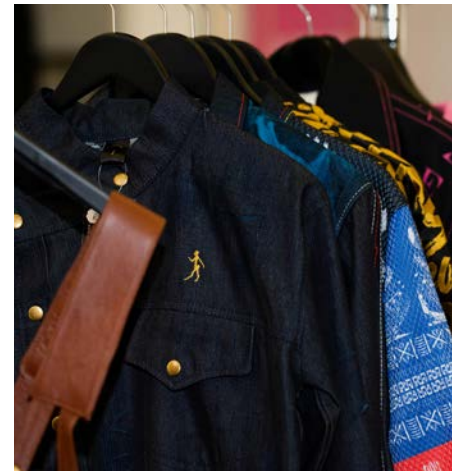
Fifty-three designers launched their new collections to local and global audiences of influential media and retailers at SA Fashion Week in 2022.

TRADE SHOW

The innumerable benefits of trade shows far outweigh the challenges. Designers are able to access fashion retailers – both the large chains and independent boutiques cost-effectively. Retailers in turn can view and source unique and quirky offerings that might typically not come across their radar.

Eighty designers participated in the SA Fashion Week trade shows that followed the runway shows in April and October 2022.

“In our hyperconnected digital world, trade shows can be seen as a relic, an outmoded business building tool that entrepreneurs shouldn't waste their time on. Nothing could be further from the truth.” - **Chad Otar from Forbes Business Magazine**



POPU SHOP

The SA Fashion Week PopUp Shop comprising designer clothing, accessory, shoe and jewellery brands with two daily runway shows was, held in the Crystal Court of the Mall of Africa.

Serving as an exciting introduction to some of the best local design, this opportunity allows the forty-one signatures represented to compete with their international peer brands for a share of the mall's discerning fashion customers.

A collective turnover of R223 000 was generated over three days in 2022.



FIKILE SOKHULU
& ILARIA BELLOMO



SIPHO MBUTO
& ALESSIA DOVERO



MICHAEL PIETER REID
& DOMENICO OREFICE



JACQUES BAM
& JULIAN CERRO



COLLABORATION

Image: The Bam Collective

CNN

SA Fashion Week is always ready to agree to a good collaboration. It was easier than ever to say 'yes' to one as prestigious as doing the co-ordination and styling for international media powerhouse, CNN's The Making of an African Model.

REUTERS

<https://www.reuters.com/lifestyle/south-african-designer-revives-family-history-new-collection-2022-10-25/>

NEXT TOP MODEL POLSKA

SA Fashion Week was delighted to host the aspirant models from prime-time Polish reality show, Next Top Model Polska on the runway during 2022. Based on former model Tyra Bank's America's Next Top Model, fourteen young men and women competed to become models and get a shot at entering the fashion industry. The show offers the most promising entrants an opportunity to attend one of the world's most coveted fashion weeks. In 2022 the top seven had the opportunity to walk the runways of SA Fashion Week alongside established and experienced models.

LEATHER AND FOOTWEAR COLLABORATION

The Export Council for the Footwear and Leather Goods Industry (SAFLEC) sponsored SA Fashion Week veterans Ephraim Molingoana of Ephymol and Franc Ellis to collaborate with iconic shoe brands, Hopewell Footwear and John Drake.

FASHION BRIDGES/I PONTI DELLA MODA

Mariana Rosati from DROME launched her 2022 collection to mark the second edition of the I Ponti della Moda/Fashion Bridges collaboration between the Italian Embassy and SA Fashion Week at the AW23 Collections. The Fashion Bridges project consisting of a diverse range of collaborators including Camera Nazionale della Moda Italiana, Polimoda, Centro di Firenze per la Moda Italiana, Lineapelle and the Nelson Mandela Forum Firenze, was introduced in 2021 to develop a sustainable, inclusive and strategic, long-term cooperation between the Italian and South African fashion industries.

“No one escapes fashion – we consume it like we consume electricity without realizing its power.” - Lucilla Booyzen



Images: Franc Elis AW23, Foy Bear AW23, GugubyGugu AW23

Website: www.safashionweek.co.za

Instagram: @safashionweek

#SouthAfricanFashionWeek

#SouthAfricanFashionWeekMen

#SouthAfricanFashionWeekWomen

#SouthAfricanFashionWeekNewTalentSearch

#SouthAfricanFashionWeekStudentCompetition

#SouthAfricanFashionWeekTradeShow



GROWTH & DEVELOPMENT

Images: Rebirth AW23

FACTS AND FIGURES 2022

SPRINGSUMMER 21 COLLECTIONS – APRIL 2022

- R228,437,658 million: value of publicity generated
- 26: trans-seasonal collections launched
- 2 800 guests including sponsors, media, designers, VIPs and buyers attended the collections shows

AUTUMNWINTER 22 COLLECTIONS – OCTOBER 2022

- R193,807,494 million: publicity value generated
- 27: trans-seasonal collections launched
- 3 300: guests including sponsors, media, designers, VIP's, buyers and students attended the collection shows



Images: Czene AW23, lpantsula AW23, Vanklan AW23

"The physiological and psychological need for fashion is critical as it underpins well-being and self-fulfilment, drives confidence or status, and facilitates our ability to fit into cultures and society." - Jackie Lewis, Course Development Director *Motif*

DIGITAL FOOTPRINT

TWITTER

- Followers: 481 776
- 3 Months Impressions: 99 455
- 3 Day Impressions: 16 406
- 3 Months New Followers: 1 193
- 3 Months Engagement: 4 184

INSTAGRAM

- Followers: 88 640
- 3 Months Impressions: 1 207 721
- 3 Months Engagement: 59 149
- 3 Months New Followers: 2 534
- 3 Day Impressions: 252 981

FACEBOOK

- Followers: 35 110
- 3 Months Impressions: 386 163
- 3 Months Engagement: 21 573
- 3 Months New Followers: 498
- 3 Months Post Clicks: 2 123

LINKEDIN

- Followers: 4 170
- 3 Months Impressions: 21 201
- 3 Months Engagement: 1 835
- 3 Months Post Clicks: 1 041

TIKTOK

- Followers: 1 641
- 3 Months Views: 26 080
- 3 Months Engagement: 1 422

YOUTUBE

1890 Subscribers

TOTAL

- Following: 611 337
- 3 Months Impressions: 1 714 540
- 3 Months Engagement: 88 163

ZAR 76 145 886 million: Publicity Value generated in March, April, and May 2022

ZAR 193 807 494 million: Publicity Value generated in September, October, and November 2022

TOTAL PUBLICITY GENERATED FOR 2022:

ZAR 581 442 482 million over 6 months*

*Measured by the Novus Group. <http://novusgroup.co.za/>



Images: Helon Melon AW23, Black Coffe AW23, Munkus AW23

NEW TALENT SEARCH DESIGNERS	
1998	Caroline Marshal, Claire O’Keef, Clinton Lotter , Jacques van der Watt, Nicola Dexter, Ruthi Orlin, Terrence Bray, Vicky Leach, Willy Ndatira and Yac Kimmie
1999	Anienke van der Walt, Anna-Mari Claassen , Bonga Bengu, Brett Goldman, Buyani Khoza, Colleen Dubane, Hayley Rasool, Irene Kotsiros, Jaqui Pertridge, Lialize Besuidenhout
2000	Lorena Bradley, Maya Prass, Sam Bulgín, Scelo Ntshalinshali and Thabani Mavundla, Clinton Naidoo, Jacques le Grange, Maphiwe Mzolo, Mumtaz Rosoo, Nicola Freinkel, Petra Leranjo, Reno Steenkamp, Sonja Niewoudt and William Ntamo
2001	Craig Fraser, Dominique Gatland, Geraldine, Marique Yssel , Mikateko Mhlanga, Nina Penberthy, Nirma Milkmaid, Roman Handt, Shireen Peer, Smilford Marapo and Sozon Grey
2002	Dumisani Matsha, Kobie van der Westhuizen , Mikateko Mhlanga, Natalie Callis, Nelson Pillay, Richard de Jager, Sbo Shonge and Zanele Msele
2003	Annelize Neuhooff, David Tiale , Dumisane Matshatshe, Ella Butler, Esme Vivier, Maud Mbowane, Michelle Dritz, Palesa Tshukudu, Refiloe Tsotetsi, Rozanne Whyte and Wame Ledimo
2004	Athi Patra Ruga, Frances Andrew , Kathrin Kidger, Lisa Jaffe, Palesa Tshukudu, Patience Mashaba, Stephen Quatember and Upakile
2005	Athi Patra Ruga, Hestie Roodt, Justine Peel & Bree Morrison, Katherine Mortner , Nomalanga Nyanda, Patricia Carlabalero, Rozanne Whyte, Sfiso Mthethwa, Tiaan Nagel, Victoria Boucher and Frances Andrew
2006	Earthquake, Estan, Katherine Mortner, Malikh Hajee, Mzimo, Nicola Stevenson, Rozanne Immerman, Story, Tony Mestre and Zealous
2007	Carina Louw, Joline Graham, Kat Kgare, Luke Radloff, Siphakeme Ndlovu, Tiaan Nagel and Tony Mestre
2008	Anisa Mpungwe , Khumo Moshimane, Marize Malan, Robyn de Klerk, Stephan Marin and Tanya Demby
2009	Celeste Lee Arendse, Elme Bekker, Jonica Gubula, Liza Benson, Marize Malan , Megan Perks and Naomi Motthamme
2010	Cleo Droomer , Elme Bekker, Kutloano Molokomme, Oriel Barnard, Laila Baderoon, Este van der Merwe, Ntokozo Kunene and Marize Malan
2011	Anneke Koster, Charl Janse van Rensburg, Danielle Hartman, Kelly Esterhuyse, Khumo Manota, Kutloano Molokomme, Lameez Claassen , Samantha Constable and Cleo Droomer
2012	Lameez Claassen, Claire MacKenzie, Katherine Esterhuyse, OO ilu, Ludwig Bezuidenhout, Samantha Constable , Izvi and Ramon and Fashion Diary
2013	Anmari Honiball, Cutterier by Laz Yani , ERRE, Mej. Lues by Hanrie Lues and Take Care
2014	Angelo Sebastian, Revelation Fashion, Oh! Deer, Jenevieve Lyons and Wake
2015	WITH by Dean Charles Hauptfleish , Somerset Jane by Melissa Jane Somerset, GreerKYLE by Greer Kyle Dennison, IAMONE by Farah Wallet, Mod-ish by Wardah Safi
2016	Etsa, Mieke, Herritual, NulBase, Sheila-Madge, Siyathokoza, Lumin
2017	AGEO by Arnold Phasha, Mmusomaxwell , Danielle Frylinck Design, Liu Liu, Turner Studio, Kenste Masilo
2018	Afrogrunge, Cindy Mfabe , Fikile Zamagcino Sokhulu, No Shade, Birth, Ode, Artclub & Friends, Outerwear
2019	Cindy Mfabe, Mas’ooda, Baie Abayas, Lucent , The Breed, Armor Designs, Loice, The Bam Collective
2021	Fikile Zamagcino Sokhulu, Artho Eksteen , Michael Ludwig Studio, Mc Alpine, Saint Vuyo, Sipho Mbuto
2022	Sixx6, Mekay designs, Szene.24, Gjenelo Couture, Munkus , Ipikoko



NEW TALENT SEARCH TIMELINE

Image: Erre AW23

1997

ANDRE CROUCAMP
BLUE ZOO
CATHRINE MOORE
CLIVE
DE PATRI
DUVALL
ERROL ARRENDZ
GAVIN RAJAH
HILTON WEINER
HIP HOP
JENNI 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
BLACK COFFEE
CLINTON LOTTER
CLIVE
CRAIG NATIVE
DAVID WEST
DEPATRI
ERROL ARRENDZ
GAVIN RAJAH
INEELING
JAMES MOULDER
JULIAN
KAREN MONK KLINSTRA
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
JENNI BUTTON
JOE SOAP
LIALIZE BEZ
MAYA PRASS
ROW-G
SUSAN HANSEN
WONDER BOY

2001

ABIGAIL BETZ
ANDRE CROUCAMP
BLACK COFFEE
BONGIWE BENGU
BRITT CORMACK
CHELLELOVATT
CLINTON NAIDOO
CLIVE
COLLEEN DUBANE
COPPELIA
CRAIG NATIVE
DANIEL LE ROUX
DAVID WEST
GIDEON
HELENE BULL
ICUBA
IRENE KOTSIROS
MALCOLM KLUK
LOTTO RAMOSITU
MALCOLM KLUK
MARIANNE FASSLER
MAYA PRASS
ROW-G
RUFF TUNG
STONED CHERRIE
STRANGELOVE
TERRENCE BRAY
ZANELE MSELE

2002

AMANDA LAIRD CHERRY
BLACK COFFEE
BOMBSHELL
BONGIWE WALAZA
CADUCCI
CLIVE
COLLEEN EITZEN
CRAIG NATIVE
DAMAT & TWEEN
DARKIE
DAVID WEST
DM
EPHYMOL
GENETIX
GIDEON
HIP HOP
ICUBA
ISSUES
KAREN MONK KLINSTRA
KOKETSO
LESEGO MALATSI
LIFE
LOXION KULCA
LUNAR
MALCOLM KLUK
MARION & LINDIE
MARIQUE YSSEL
MAYA PRASS
NIRMA MILKMAID
PAUL MUNROE
PIERRE DU PLESSIS
POLO
RIPTORN
RUBY
RUFF TUNG
SUSAN HANSEN
STONED CHERRIE
STRANGELOVE
SUN GODDESS
TERRENCE BRAY
THOMAS RED
THULARE MONARENG
X&O

2003

2ME
AMANDA LAIRD CHERRY
BLACK COFFEE
BLOND
C2
CARDUCCI
CLIVE
COLLEEN EITZEN
CRAIG FRASER
DARKOVA
DARKIE
EPHYMOL
ERBON DESIGNS
FRANK OSHODI
GADOLTON
GERMAINE MYBURGH
GODDESS FACTOR
HENI ESTERHUIZEN
HERMAN BOTHA
HIP HOP
ICUBA
ISSUES
JIMI DELAJA
KIKIROMEO
KUTALA VANQA
LIFE
LOXION KULCA
MAYA PRASS
NELSON PILLAY
PUMLA JOY
REGISTER 7
REMI OSHOLAKE
RUBY
RUFF TUNG
RUTH VESTES
SHAMIM AMRA
STONED CHERRIE
SUN GODDESS
THE HOLMES BROTHERS
VINO
VUKANI CREATIONS

2004

AMANDA LAIRD CHERRY
BLACK COFFEE
BONGIWE WALAZA
CLIVE RUNDLE
COLLEEN EITZEN
CRAIG NATIVE
DARKIE
DAVID TLALE
DUST
ELLA BUTER
EPHYMOL
FRANZ GRABE
GERMAINE MYBURGH
GETTO STAR
GODDESS FACTOR
JENNA ENGELDOE
JULIAN
KAREN MONK KLINSTRA
LEIGH SCHUBERT
LIFE
LISOF
MAYA PRASS
PALESA MOKUBUNG
PAUL MUNROE
PHYCHIC
PULSATE
REGISTER 7
RUBY
RUFF TUNG
STONED CHERRIE
TASLEEN BULBULIA
THE HOLMES BROTHERS
VINO
WARPED
WILLIAM NDATIRA



Images: The BAM Collective AW23, Fikile Zamagcino Sokhulu AW23, Rubicon AW23

2005

AARON SPENG
AMANDA LAIRD CHERRY
AUBREY RAMATLA
BLACK COFFEE
BLASOEN
BONGIWE WALAZA
CLIVE RUNDLE
DANIELLE ABRAHAMS
DAVID TLALE
DEE ALBERTS
DIETER V.D BERGH
EPHRAIM MOLINGOANA
GERMAINE CHRISTOPHER
GETTO STAR
GODDESS FACTOR
HAYLEY GODFREY
HECTOR PIETERSON
HOLMES BROTHERS
INNOCENTIA MBELE
JEFF MOKHELE
JJ SCHOEMAN
JUDY BAATJIES
KGOTSO MABA
KHUTALA MABA
KLEYNHANS
LERATO PHILE
LESEGO PEEGA
MACHERE POOE
MALIKAH HAJEE
MARLE DROTSKY
MAVIS NTHO
MICKAEL KRA
NONKULULEKO ZONDO
PHENOMENON
RUBICON
STEPH G
STEPHAN MARTIN
TARRYN DE MINK
THULA SINDI
TUMELO PHATSHWANE
ZIMASA NYAKA
ZODWA

2006

ABIGAIL BETZ
AMANDA LAIRD CHERRY
BLASOEN
BONGIWE WALAZA
CARLA CABELLERO
CLIVE RUNDLE
COLLEEN EITZEN
COPPELIA
CRAIG PORT
EPHYMOL
FRANK
FRANZ GRABE
GLORI
HOUSE OF OLE
I LOVE LEROY
JJ SCHOEMAN
JULIAN COUTURE
LLGC
LOXION KULCA
LUNAR
MANISH MALHOTRA
MANTSHO
MARTIN PEENS
MZANSI DESIGNERS
NORMAN COUTURE
OLD BOY OOF
PAUL MUNROE
PINEDA COVALIN
PLAYER
SOUL SPICE
STEPHEN QUATEMBER
STONED CHERRIE
SUN GODDESS
TERRENCE BRAY
THABANI MAVUNDLA
THE HOLMES BROTHERS
THE LIBRARY
THULA SINDI
VIKRAM PHANDIS
VINO
ZULOE

2007

ABIGAIL BETZ
ALEXANDER KOUTNEY
AMANDA LAIRD CHERRY
ARTISTIC SOUL
AUBREY RAMATLA
BLACK COFFEE
BONGIWE WALAZA
BRENDAN STURROCK
BRETT GOLDMAN
CLIVE RUNDLE
COLLEEN EITZEN
CRAIG NATIVE
DE MIL
DM CLASSICS
DUST
EPHYMOL
GLORI
GUILLLOTINE
HERMANA RUSH
I LOVE LEROY
INCUBATOR BY LISOF
IRMGARD MKHABELA
JJ SCHOEMAN
LEBO MASHILE
LUNAR
MASEKELA
MANTSHO
MARION & LINDIE
MISS SCARLET
MON MOIR
POETRY MUSUEM
PSYCHIC
ROBIN LIDSKY
ROGER SAINT
RUBICON
SHUKRIE JOEL
SOUL SPICE
STEPH G
STORY
SUPERELLA
TERENCE BRAY
TIDO
THE HOLMES BROTHERS
TWO
ZEALOUS
ZULOE

2008

ABIGAIL BETZ
AMANDA LAIRD CHERRY
AUBREY RAMATLA
BLACK COFFEE
CLIVE RUNDLE
DE MIL
DIAMONDFACE COUTURE
EARTHQUAKE
EPHYMOL
FRANZ GRABE
GUILLLOTINE
HERMANA RUSH
HOUSE OF BUNOR
HOUSE OF JOLA
HOUSE OF OLE
I LOVE LEROY
IRMGARD MAKHABELA
JULIAN
KLUK CGDT
LEBOMASH
LISOF
LUNAR
MANTSHO
MISS SCARLET
MOTHER AFRICA
NARAINSAMY
NN VINTAGE
REMI LAGOS
RJAY CREATIONS
RUBICON
RUBY
SODA
STONED CHERRIE
STORY
STRANGELOVE
TANDO ZAMXAKA
TERRENCE BRAY
THUNDERSTORM
TIAAN NAGEL
TWO
VUT
ZULOE

2009

ABIGAIL BETZ
AMANDA LAIRD CHERRY
AMBER JONES
ANISA MPUNGWE
BLACK COFFEE
BLASOEN
BLUE ZOO
CHRISTOPHER STRONG
CLIVE RUNDLE
COLLEEN EITZEN
COPPELIA
DAVID WEST
DE MIL
DIAMONDFACE COUTURE
EARTHQUAKE
EPHYMOL
FRANCOIS VEDEMME
GIDEON
GUGULAM
HERMANNA RUSH
HOUSE OF BUNOR
HOUSE OF NEON
HOUSE OF OLE
I LOVE LEROY
IRENE MAKHAVHU DESIGNS
IZZIM CLOTHING
KHUMOMOSHIMANE
LEBOMASH
LISOF FOR SOVIET
LOXION KULCA
LUNAR
MARIZE MALAN
MANTSHO
MISS SCARLET
MOTHER AFRICA
NARAINSAMY
NN VINTAGE
REMI LAGOS
RJAY CREATIONS
ROBYN DE KLERK
RUBICON
RUBY
SIESIJSABELLE
SODA
SOUL CHILD
SPYRAL
STEPHEN QUATEMBER
STONED CHERRIE
STORY
STRANGELOVE
SUPERELLA
TANDOZAMXAKA
TANYA DEMBY
TERRENCE BRAY
THUNDERSTORM
TIAAN NAGEL
TWO
VUT
VINO



DESIGNER TIMELINE

Image: Michael Ludwig AW23

2010

AMANDA LAIRD CHERRY
 BIANCA WARREN
 BLACK COFFEE
 CHIMERA
 CHRISTOPHER STRONG
 CLEO DROOMER
 CLIVE RUNDLE
 COLLEEN EITZEN
 CRISTINA NITOI
 DFC
 DM CLASSICS
 ELME BEKKER
 EPHYMOL
 ESTE VAN DER MERWE
 FUNDUDZI BY CRAIG JACOBS
 GERT-JOHAN COETZEE
 GUILLotine
 GUGULAM
 HERMANNA RUSH
 HOUSE OF OLE
 I LOVE JOZI
 HANRIE LUES
 JANINE DOLLERY
 KAREN MONK KLINJNSTRA
 KICO
 KOTTIN & TWILLE
 KOTLOANO
 MOLOKOMME
 LAILABADEROOM
 LEBO MASH
 LOXION KULCA
 LUNAR
 MAD MADE
 MANTSHO
 MARIZE MALAN
 MARKIATO
 MIX & MATCH
 NABEELA
 NAKED APE
 NON EUROPEAN
 NTOKOZO KUNENE
 ORIEL BARNARD
 RACHEL DE MARDT
 RUBICON
 RUBY
 SBU MSIMANG
 SIES/ISABELLE
 SILVERSPHOON
 SOBER
 SODA
 STONED CHERRIE
 SUPERELLA
 SYLVESTER FALATA
 TERENCE BRAY
 TIAAN NAGEL
 THUNDERSTORM
 URBAN GODDESS
 TWO
 VESSELINA PENTCHEVA

2011

AMANDA LAIRD CHERRY
 BLACK COFFEE
 CHRISTOPHER STRONG
 CLIVE RUNDLE
 COLLEEN EITZEN
 CRISTINA NITOI
 DFC
 ELME BEKKER
 EPHYMOL
 FUNDUDZI BY CRAIG JACOBS
 GERT-JOHAN COETZEE
 GUGULAM
 HOIDEN
 JOEL JANSE VAN VUUREN
 KOTTIN & TWILLE
 LEIGH SCHUBERT
 LOXION KULCA
 LUNAR
 MABU
 MANTSHO
 MERTIQUES
 NAKED APE
 OO ILU
 PALSE HOMME
 RACHEL DE MARDT
 REGGIESTAR
 REMI LAGOS
 RUBICON
 RUBY
 SIES/ISABELLE
 SILVERSPHOON
 SMARTEEZ
 SOBER
 SUPERELLA
 SUZAAN HEYS
 TERENCE BRAY
 TIAAN NAGEL
 THUNDERSTORM
 URBAN GODDESS
 VESSELINA PENTCHEVA
 WOW BAG

2012

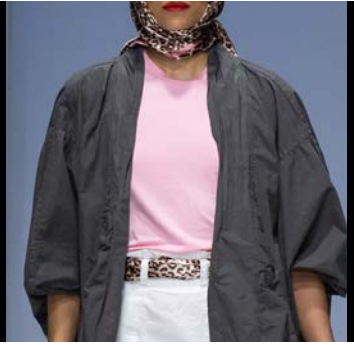
AMANDA LAIRD CHERRY
 BIANCA WARREN
 BIRCH & ELM
 BLACK COFFEE
 CLIVE RUNDLE
 COLLEEN EITZEN
 CUTTERIER BY LAZ YANI
 DIAMONDFACE COUTURE
 EB & AM
 EPHYMOL
 ESKADO BIRD
 FRANCOIS VEDEMME
 FUNDUDZI BY CRAIG JACOBS
 GAVIN RAJAH
 GERT-JOHAN COETZEE
 GIDEON
 GUILLotine
 HANRIE LUES
 HERMANNA RUSH
 HOUSE OF OLE
 JAMILLA VERA SWAI
 JOEL JANSE VAN VUUREN
 KAREN MONK KLINJNSTRA
 KATHRIN KIDGER
 KOTTIN & TWILLE
 LIZ OGUMBO
 LYRIC
 MANTSHO
 MISSHAPE
 MZANTSI
 NAKED APE
 NARAINSAMY
 PALSE HOMME
 RACHEL DE MARDT
 ROMAN HANDT
 RUBICON
 SIES/ISABELLE
 SKORZCH
 STONED CHERRY
 SUPERELLA
 TERENCE BRAY
 TIAAN NAGEL
 TOW
 URBAN GODDESS
 VESSELINA PENTCHEVA
 WOW BAG

2013

ALBERTUS SWANEPOEL
 AMANDA LAIRD CHERRY
 ANMARI HONIBALL
 BIANCA WARREN
 BLACK COFFEE
 BLAKLISTED
 CASEY JEANNE
 CLIVE RUNDLE
 COLLEEN EITZEN
 CUTTERIER BY LAZ YANI
 DU SUD
 ERROL ARRENDZ
 ERRE
 EPHYMOL
 FUNDUDZI BY CRAIG JACOBS
 GERT-JOHAN COETZEE
 HAROUN HANSROT
 JACQUI EMMANUEL
 JOEL JANSE VAN VUUREN
 JUST
 KOTTIN & TWILLE
 KUJULA C MTAMBO
 LARISA TERBLANCHE
 LUDWIG BAUSCH
 LUNAR
 LOXION KULCA
 MISSHAPE
 MEJ. LUES BY HANRIE LUES
 MUNTSHO BY LEON VON SOLMS
 NAKED APE
 NARAINSAMY
 PALSE HOMME
 ROMAN HANDT
 RUBICON
 SAMANTHA CONSTABLE
 SIES/ISABELLE
 SKORZCH
 SOBER
 STONED CHERRIE
 SUZAAN HEYNS
 TERENCE BRAY
 TIAAN NAGEL
 TWO
 VESSELINA PENTCHEVA
 YADAH EXCLUSIVE DESIGN

2014

ALBERTUS SWANEPOEL
 AMANDA LAIRD CHERRY
 AMANDA MAY
 AMOS TRANQUE
 ANGELO SEBASTIAN
 ANMARI HONIBALL
 ANNEEN HENZE
 BEWARE THE WOLF IN SHEEP'S
 CLOTHING
 BLACK COFFEE
 CASEY JEANNE
 CHARTHU BY MIKE NARRAINSAMY
 CLAIRE MACKENZIE
 CLIVE RUNDLE
 CLOCHE
 COLLEEN EITZEN
 CUTTERIER BY LAZ YANI
 ELLI-NICOLE
 EPHYMOL
 ERRE
 FUNDUDZI BY CRAIG JACOBS
 GERT-JOHAN COETZEE
 HOUSE OF OLE
 ILAN
 JENEVIEVE LYONS
 JOEL JANSE VAN VUUREN
 KAT VAN DUINEN
 KEYS FASHION
 KIM GUSH
 KOTTIN & TWILLE
 LARISA MODA
 LEIGH SCHUBERT
 LOXION KULCA
 LUNAR
 M4S
 MANTSHO BY PALESA MOKUBONG
 MATTE NOLIM
 MEISTRE HOUSE OF DESIGN
 MEJ. LUES
 MIRI FASHION
 NAKED APE BY SHALDON KOPMAN
 OH! DEER
 PALSE
 PLUMBUM ENGINEERED
 REVELATION FASHION
 ROMAN HANDT
 RUBICON
 SFISO SABELLO
 SIES/ISABELLE
 SOBER
 TERENCE BRAY
 TOUCH OF BLING
 VINCE
 WAKE
 YADAH EXCLUSIVE DESIGNS



Images: Amanda Laird Cherry AW23, Artclub & Friends AW23, Helon Melon AW23

2015

ADAM & EVE
AFRIKANSWISS
AGEO
AMANDA LAIRD CHERRY
AMOS TRANQUE
B.ZAR
BLACK COFFEE
BLUECOLLAR WHITECOLLAR
BODHISATTVA
CHARTU BY MIKE NARRAIN-SAMY
CLIVE RUNDLE
COLLEEN EITZEN
DEMOCRACY OF DENIM
DOPE COUPE
DUKE
EPHYMOL
ERRE
ESNOKO
FUNDUDZI BY CRAIG JACOBS
GERT-JOHAN COETZEE
GREER KYLE
HANNAH COLLECTION
HOMBRE
HOUSE OF ALFALFA
HOUSE OF OLE
IAMIONE
ILAN
INFLUENCED
ISABEL DEVILLIERS
JJSCHOEMAN
KAMANGA WEAR
KEYS FASHION

LALESSO
LIFE BY ANDRE MARTIN
LUNAR
M4S
MANTSHO BY PALESA
MOKUBONG
MATTE NOLIM
MEISTRE HOUSE OF DESIGN
MICHELLE LUDEK
MOD-ISH
NICOL HOYER DESIGNS
NON- EUROPEAN
OLOWSDOTTER
PLUMBUM ENGINEERED
RALFE
RICH COUTURE
RIP'N SEW
ROGUEWEAR
ROMAN HANDT
RUBICON
RUMBIE BY RUMBIE
SHIRT & CO
SIES!ISABELLE
SOBER
SOMERSET JANE
SUN GODDESS
THABO MAKTHETA
TOUCH OF BLING
URBAN ZULU
WAKE
WITH
YADAH EXCLUSIVE DESIGNS

2016

SAFW WOMEN
AFRICAN STYLE STORY
ANMARI HONIBALL
ATELIER DAJEE
BLACK COFFEE
BY DS
CLIVE RUNDLE
COLLEEN EITZEN
ERRE
ETSA
GERT-JOHAN COETZEE
GREER KYLE
GUILLOTINE
HEART & HERITAGE
HER RITUAL
ISABEL DE VILLIERS
JJSCHOEMAN
JUDITH ATELIER
KAT VAN DUINEN
KEYS FASHION
KOTTON & TWILLE
LIZ OGUMBO
LOAYO ART & CREATIONS
LUMIN
LUNAR
MANTSHO
MIEKE
MORPHE
NON-EUROPEAN
NU BASE
RUBICON
SHIELA-MADGE

SIES!ISABELLE
SIYATHOKOZA
SOBER
SOMERSET JANE
SUN GODDESS
T'NICHE
VINTAGE ZIONIST
WITH
YADAH EXCLUSIVE DESIGNS
SAFW MEN
AFRIKANSWISS
D.O.P.E
EPHYMOL
ESNOKO
FLOYD AVENUE
HOMBRE
HOUSE OF OLE
HOUSE OF ST LUKE
LEAF LETHARE
MARTELLE LUDIK
NAKED APE
NON-EUROPEAN
PALSE
PRESIDENTIAL
RIP'N SEW
ROUGUE
ROMAN HANDT
TAILOR ME
TOVCH
URBAN ZULU
ZAMASWAZI

2017

SAFW WOMEN
AFRICAN STYLE STORY
AGEO BY ARNOLD PHASHA
AKINA
AKJP
ANGELA DEMONTIGNY
ANMARI HONIBALL
ATELIER DAJEE
AYA GOODS
AYA VELASE
BLACK COFFEE
CHU YAN
CLEO DROOMER
CLIVE RUNDLE
DANIELLE FRYLINCK DESIGN
EDDA GIMNES
EKTA
ERRE
GABRIELLE SWIMWEAR
GERT-JOHAN COETZEE
HEART & HERITAGE
IFELE
ISABEL DE VILLIERS
JANINE TURNER
JESSICA SHUTTLEWORTH
JJSCHOEMAN
JUDITH ATELIER
KENTSE MASILO
KEYS FASHION
LALESSO
LEANDI MULDER
LIU LIU
LIZ OGUMBO
LOAYO ART & CREATIONS
LUMIN
MANTSHO BY PALESA
MOKUBONG
MMUSOMAXWELL
NISHTHI SEWNATH
NIVADNI SEWNATH
PICHULIK
RICH FACTORY
SAFW MEN
AFRIKANSWISS
BAYANDA-KHATHINI
BEWARE THE WOLF IN SHEEP'S CLOTHING

BI PAREL
DE MIL
DOPE STORE
ELLEN MADIE
EPHYMOL
FLOYD AVENUE
HOUSE OF SAINT LUKE
LEAF LETHARE
LUKHANYO MDINGI
MARIA MCCLOY
NO SHADE
ORIGINALLY KASIFIED
CLOTHING
PALSE
PURE MOON
RK MENSWEAR
ROMAN HANDT
SOL-SOL
TAILOR ME
THE WATERMELON SOCIAL
CLUB
TILLER
URBAN OUTLAW 69
VINTAGE ZIONIST
YOUNG + LAZY
YUNG BLOOD APPAREL

ZAMASWAZI
RICH MNISI
RUBICON
SELF
SHEILA-MADGE DESIGN
SIMONE BUFÉ
SINDISO KHUMALO
SISIANO
SOBER
SOMERSET JANE
STITCH AND STEEL
SUMMERHEART
SUN GODDESS
T'NICHE
THE HIVE
THE HOUSE OF DIVA
THEBE MAGUGU
TIDE LOUW
YANELA MTOLO



DESIGNER TIMELINE

Image: Munkus AW23

2018

AFRICAN STYLE STORY
AFROGRUNGE
AMANDA LAIRD CHERRY
ARTCLUB & FRIENDS
BAYANDA KHATHINI
BEACHCULT
BI PAREL
BIRTH
BLACK COFFEE
CINDY MFABE
CLIVE
DANIELLE FRYLINCK
DE MIL
DOPE
DUT: RISE OF THE OXX
ELLEN MADIE
EPHYMOL
ERRE
ESNOKO
FIKILE SOHULU
FIVE8THS
GERT-JOHAN COETZEE
GUILLotine
HELEN ASRAT DESIGN
HELON MELON
HSE OF BESPOKE BY
WASEEFA HUTTON
INGA ATELIER
ISABEL DEVILLIERS
JUDITH ATELIER
KEYS FASHION
KLIPA
KUMKANI BESPOKE
LALESSO
LOAYO ART AND CREATIONS
LUNAR

MANTSHO BY PALESA
MOKUBUNG
MBUTHO SIPHO
MMUSOMAXWELL
NO SHADE
NOTE CLOTHING
NTANDO XV
ODE
ORIGINALLY KASIFIED CLOTHING
OTIZ SEFLO
OUTERWEAR
PALSE
RALFE
RICH MNISI
RK MENSWEAR
ROQ MEN AFRICA
RUBICON
SHAAZIA ADAM-
MOZAMBIQUE
SIES! ISABELLE
SINDISO KHUMALO
SIPHO MBUTO
SNAPS
SOBER
SUN GODDESS
T.NICHE
THE UNICONZ
THE WATERMELON SOCIAL CLUB
THEBE MAGUGU
TILLER
URBAN OUTLAW 69
VIRTUE S.A
WANDA LEPHOTO
ZAMASWAZI

2019

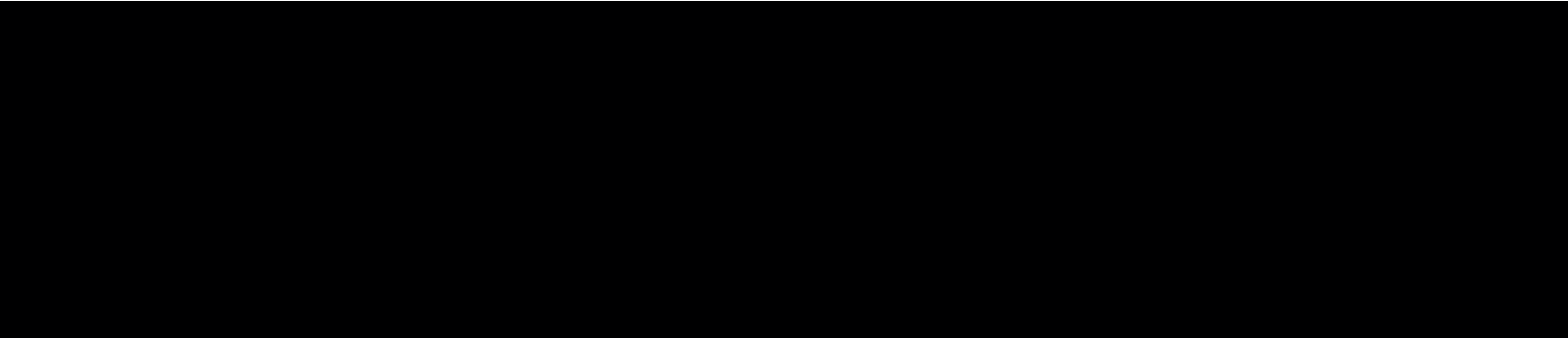
AFRICAN STYLE STORY
AFRIKANSWISS
AMANDA LAIRD CHERRY
ANYA LOUW
ARMOR DESIGNS
BAIE ABAYAS
BI PAREL
CINDY MFABE
CLIVE RUNDLE
DANIELLE FRYLINCK
DE MIL
EPHYMOL
ERRE
ESSIE
FEZOKHULE DIMBA
FLOYD AVENUE
FRANC ELIS
GERT JOHAN COETZEE
HELON MELON
HLENGWE GUMEDE
HOMBRE
HOUSE OF OLE
ISABEL DE VILLIERS CLOTHING
JUDITH ATELIER
KATEKANI MOREKU
KEYS FASHION
KLIPA
LO'ICE
LOXION KULCA
LUCENT
LUNAR
LUNGILE DLAMINI
MANTSHO
MASOODA
MMUSOMAXWELL
NASREEN PARUK
NTANDO XV
OTIZ SEFLO
REIGN
RESEARCH UNIT
RICHARD HOY
SELF
SIZWE MBOKAZI
SOBER
TABITHA STYLE
THABO MAKHETHA
THE BAM COLLECTIVE
THE BREED
THEBE MAGUGU
VICTORIA BOSHOFF
WANDA LEPHOTO
ZAZU

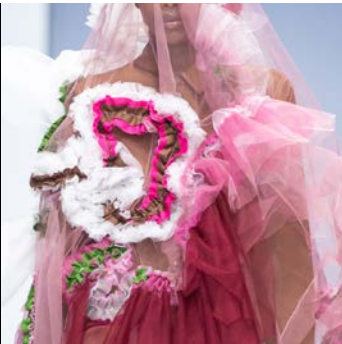
2020

ARTCLUB AND FRIENDS
BI PAREL
BOYDE
CHIEFS OF ANGELS
CINDY MFABE
EKTA
EPHYMOL
EZOKHETHO
FRANC ELIS
GERT-JOHAN COETZEE
GUGU BY GUGU
HELON MELON
JUDITH ATELIER
LUCENT
LUKHANYO MDINGI
LUNAR
MAKLELE
MANTSHO
MMUSOMAXWELL
NAKED APE
NEO
RESEARCH UNIT
RUBICON
THABO KOPELE
THE BAM COLLECTIVE
XAVIER SADAN SOUTH AFRICA

2021

ADAM CHANCELLOR-MADDISON
ALESSIA DOVERO
AMANDA LAIRD CHERRY
ARTHO EKSTEEN
BLACK COFFEE
BOYDE
CHIEFS OF ANGELS
CLIVE RUNDLE
DOMENICO OREFICE
EPHYMOL
ERRE
EZOKHETHO
FIKILE ZAMAGCINO SOKHULU
FRANC ELIS
JUDITH ATELIER
JULIAN CERRO
LARA KLAWIKOWSKI
LLARIA BELLOMO
LOXION KULCA
LUKHANYO MDINGI
MAKLELE
MANTSHO
MARQUIN SAMPSON
MC ALPINE
MICHAEL LUDWIG STUDIO
MMUSOMAXWELL
NEO
NTANDO XV
REFUSE CLOTHING BRAND
RICHARD HOY
ROMARIA
RUBICON
SAINT VUYO
SIPHO MBUTO
SOBER
THABO KOPELE
THE BAM COLLECTIVE
THE WATERMELON SOCIAL CLUB
THROWAWAY TWENTY
UMSWEKO
YANKLAN
XAVIER SADAN SOUTH AFRICA





DESIGNER TIMELINE

Image: Amanda Laird Cherry AW23

2022

- ABANTU
- AMANDA LAIRD CHERRY
- ARTCLUB AND FRIENDS
- BELHAUZEN
- BLACK COFFEE
- CZENE.24
- EPHYMOL
- ERRE
- ESSIE
- FIKILE ZAMAGCINO SOKHULU
- FOY BEAR
- FRANC ELIS
- GUGUBYGUGU
- HELON MELON
- IPANTSULA
- LOXION KULCA
- MAXHOSA
- MICHAEL LUDWIG STUDIO
- MUNKUS STUDIO
- NTANDO XV
- THE BAM COLLECTIVE
- PLJ X THE BREED
- REBIRTH SA STUDIO
- REFUSE CLOTHING
- VANKLAN

”The mindset of buying clothes that will be thrown away after one season, must be replaced by buying what reflects your identity rather than a trend. Buying clothes should become a treasured and cared for investment that brings joy for many years.”



Image: Black Coffee AW23

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