

South African Fashion Week Spring/Summer 2015 Media Release

25 March 2015

The Highs and Hights of SA Fashion Week Spring/Summer 2015

South African Fashion Week Spring/Summer 2015 started on a high note as they welcomed their new sponsor, Cruz Vodka New York, with a glittering opening party at 3 Desmond in Kramerville, Johannesburg on the eve of the event which showcased the collections of 46 designers at the Crowne Plaza, Rosebank from 18 – 21 March.

Black by Black Coffee set the tone for the four-day tour de force with its magnificent ready-to-wear Fusion Collection opening show featuring bold structure, geometrics and the intricate beading and handwork of the Ekurhuleni crafter group, on-going collaboration between the design studio and the crafter group that first enchanted the fashion elite at their Autumn/Winter 15 show in October last year.

Gert-Johan Coetzee this season opted to launch his new collection with signature extravagance with an off-site installation show at 54 on Bath that incorporated his formidable celebrity client list as models, a string quartet and the bluesy notes of the inimitable Louse Carver.

KZN-based designer, Thembeke Vilakazi from Yadah Exclusive Designs, became one the industry's new stars to watch as she scooped the coveted Lufthansa 1st Best Collection prize on Friday 20 March, to win a trip to Berlin Fashion Week in September this year as well as an R8000 wardrobe from clothing retailer, Edgars.

Following the continent-wide Marvel Fashion Hero Search for designers that could re-imagine on-trend fashion looks for Marvel Comics' iconic Avengers cast - Iron Man, The Incredible Hulk, Captain America, Black Widow and Thor, Rumbie by Rumbie, M4S, Ralfe, Amos Tranque, Kamanga Wear and Roman Handt demonstrated why they were the business by delivering a visual rock concert of torso-revealing shrunken tops, leggy shorts, cartoon-strewn sweats and several variations on a hoody idea.

The Cape Town Fashion Council (CTFC) continues to demonstrate its exceptional commitment to the development of a robust design industry by affording talented newcomers opportunities to gain a national audience. As a result Michelle Ludek, Olowsdotter, Lalessa, Bodhisattva, Adam & Eve, Shirt & Co, Non-European, Hannah Collection and Plumbum Engineered debuted at SAFW to all-round applause.

And finally, in a fashionable first, Edgars switched on live social media feeds as mani- and shoe-cams beamed the latest trends as worn by SAFW guests to followers around the country with “Live from the Black Carpet.”

SAFW Autumn/Winter 2016 is scheduled for 21 – 24 October 2015.

SAFW SS15 images available on the SA Fashion Week website: www.safashionweek.co.za

For additional enquiries, kindly mail info@safashionweek.co.za