



JOHANNESBURG - 06 February 2015

SA Fashion Week Spring/Summer 2015 Collections Schedule Announced

From 18-21 March, 57 designers will showcase their Collections to key media and buyers, with 18 designers being new to the SA Fashion Week (SAFW) platform.

The programme opens with a commanding roll call of top SA Fashion Week designers, including Black Coffee, Amanda Laird Cherry, Ephymol, Colleen Eitzen, Lunar, Clive Rundle and Gert-Johan Coetzee. Wrapping up the first day of the programme in style, invite-only guests can look forward to an off-site show by Gert-Johan Coetzee.

Highlights of the SAFW Spring/Summer 2015 programme include the Lufthansa 1st Best Collections which will be showcasing designers from across the country – Yadah Exclusive Designs and Matte Nolim from Durban, Isabelle de Villiers, Somerset Jane and Jenevieve Lyons from Cape Town, and Thabo Makheta from the Eastern Cape. The Lufthansa 1st Best Collections will be taking place on Friday, 20 March 2015 at 20h30.

A dynamic partnership has been established between Marvel and SA Fashion Week, with six semi-finalists being selected from across Africa to showcase this season, through the 2015 Marvel Fashion Hero Search. Fashion designers from across the continent were given the chance to create their own 15-piece collection, inspired by Marvel's iconic *Avengers* characters – Iron Man, The Incredible Hulk, Captain America, Black Widow and Thor. The six semi-finalists include Siyabonga Ntini (from South African) Rumbie by Rumbie designer Rumbidzai Madzivanyika (Zimbabwe,) Roman Handt (South Africa,) Christina Kabamba and Donna M'sanga from the brand Kamanga (Zambia,) South African-based (Spanish-born) designer Amos Tranque, and Luiz Delaja from the label M4S (South Africa.)

Be sure to catch the Inspired by Marvel Collections on Saturday, 21 March 2015 at 19h30.

2014 saw the start of SA Fashion Week's partnership with the City of Ekurhuleni, in a project where Jacques van der Walt from Black Coffee collaborated with Crafters from Ekurhuleni municipality. For a consecutive season, van der Walt will again collaborate with Crafters to produce a ready-to-wear Spring/Summer 2015 range – under the label Black by Black Coffee.

"Craft, the skilful making of something by hand, is undergoing a renaissance in the fashion industry. At the highest levels, the renowned Paris ateliers continue to create haute couture featuring exquisitely executed embroidery and beadwork, as they have been doing since the nineteenth century. The fashion industry is beginning to realise that re-establishing the connection between creator and consumer has commercial as well ethical and environmental benefits." - Frances Corner, Author of *Why Fashion Matters*.

Additionally, The Cape Town Fashion Council will be supporting a number of Cape Town-based designers to showcase this season. These designers include Lalessa, Olowdotter, Bodhisattva, Adam & Eve, Shirt & Co, Non-European, Hannah Collection and Plumbum Engineered.

For a consecutive season, SAFW will be dedicating the final day of the programme to South African Menswear. SA Fashion Week Autumn/Winter 2015 Collections saw the first time that SA Fashion Week dedicated a full day to menswear design. It was also the first time launching the finalists of the



SAFW Menswear Competition 2014 – both platforms designed to catapult menswear designers forward into the creative fashion design industry in South Africa.

The final day of the programme includes emerging menswear designers Touch of Bling, Plumbum Engineered and Meistre House of Design, as well as leading menswear designers such as Charthu by Mike Narainsamy and House of Olé. Leading brands Wear SA and BlueCollarWhiteCollar will be making a debut at SA Fashion Week this season.

Media, Buyers and avid fashion-followers can look forward to viewing the collections of Rubicon, Sies!Isabelle, Mantsho by Palesa Mokubung, Fundudzi by Craig Jacobs, Keyes Fashion, to name but a few.

The SA Fashion Week Buyers Lounge will be incorporated into the last day of Collections, providing media and buyers with the opportunity to experience the designers. As another platform created by SA Fashion Week to drive the *Business of Fashion*, the Buyers Lounge enables South African designer brands to connect with buyers while empowering boutique-owners to preview and order Spring/Summer 2015 Collections from over 50 Designer labels.

The Spring/Summer 2015 Collections will take place from 18-21 March 2015, at the Crowne Plaza Johannesburg – The Rosebank, with the Buyers Lounge operating from 21 – 23 October 2015. Tickets are R100 - R175 per person per show, and are available from the SA Fashion Week website, www.safashionweek.co.za, as well as on Computicket. Limited tickets available.

For more information visit www.safashionweek.co.za, or contact SAFW on 011 442 7812 / info@safashionweek.co.za. For media enquiries, kindly email media@safashionweek.co.za

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