



Media Release

17 June 2015

Step Into Fashion At SA Fashion Week's Annual Summer Pop-Up Shop in Brooklyn Shopping Mall  
August 2015

Gauteng's fashion lovers will once again have an exclusive opportunity to snap up designer pieces for summer 15 directly from fifty the country's top designers

From 26 – 29 August the annual SAFW Designer Pop-Up Shop will be fashion-central for all things gorgeous including limited edition jewellery and accessories at Pretoria's high-end Brooklyn Mall Shopping Centre.

In addition to the fashion goodies on sale from collections such as ladies apparel, accessories, handbags and shoes the two-day event will also include an exciting programme of runway installations on the hour, Sunglass Hut activations and giveaways, beauty make-overs by on-trend cosmetics brand, Rimmel, the unveiling of this year's new IT girl from the Brooklyn Face of Fashion model competition and the winner of the up-and-coming emerging talents from the SAFW Student Competition.

The SAFW Pop-Up will run daily from 10h00 – 17h00.

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