



JOHANNESBURG – 7 September 2015

SA Fashion Week Autumn / Winter Collections Schedule Announced

From 21- 24 October 2015, 37 designers will showcase their Autumn / Winter collections for 2016 to key media and buyers, with 17 of these designers being introduced to the SA Fashion Week (SAFW) platform for the very first time.

Autumn / Winter 2016 includes a commanding roll call of top SA Fashion Week designers, including House of Olé, Ephymol, Amanda Laird Cherry, Rubicon, Mantsho by Palesa Mokubung , Colleen Eitzen and Clive Rundle to name but a few, and kicks off with invite-only off-site show by Gert-Johan Coetzee, who's collection will be sold on Spree directly from the runway. As the official retail sponsor for SAFW, Edgars currently stocks the following South African Designers:

Gert-Johan Coetzee

Sober

Black Coffee

Sies!Isabelle

Clive Rundle

Colleen Eitzen

Mantsho by Palesa Mokubung

Non-European

Highlights to look out for in SAFW A/W 2016 include the showcasing of the Sunglass Hut New Talent search finalists as well as the SA Fashion Week Scouting Menswear Competition finalists. The winners of these competitions will be announced at each showing respectively. The Sunglass Hut New Talent Search finalists include:

Sunglass Hut New Talent Search:

- pure-moon by Azaria Khoza
- WITH by Dean Charles Hauptfleisch
- iamione - Farah Ione Wallet
- GreerKyle by Greer Kyle Dennison
- Somerset Jane by Melissa Somerset
- Mod-Ish by Wardah Safi

Day 1 of SA Fashion Week will again start with the official Cruz Vodka Opening Party, a networking session not to be missed - where invited guests will mingle with the who's who of the South African Fashion industry at a secret location which will be revealed closer to the time. Rimmel will provide

international makeup looks for the models. Lufthansa will once again fly international contributors to SAFW A/W '16.

For a third consecutive season, the final day of SA Fashion Week will be dedicated to Menswear. Autumn / Winter 2015 saw the launch of this dynamic concept, a first of its kind for South Africa. A/W '16 will again showcase Menswear designers, as well as launch the winner of the SA Fashion Week Scouting Menswear Competition into the Creative Fashion Design Industry.





The finalists in the SA Fashion Week Scouting Menswear Competition are:

- Ageo by Arnold Phasha
- Alpha Climax by Cheron Dreyer
- Rip 'n Sew by Gift Senese
- Rogue Wear by Henni de Kock
- INFLUENCE by Tristan Bain Venn

The Menswear Collections were mostly bespoke and the designers made everything to order, but for the past 4 years SAFW has focused on developing the Menswear Collections and the Menswear Fashion Industry in South Africa as well as other African countries, with brands such as Esnoko from Zambia.

This year will also see the evolution of the Buyer's Lounge, into the SAFW Fashion Trade Event, which is in keeping with the SAFW mission of connecting designers to retailers and buyers. The SAFW Fashion Trade Event will run from 24 – 26 October. First launched in 2010, the SAFW Buyers' Lounge is a business-to-business opportunity to market the seasonal collections to an extensive database of buyers ranging from the chains to the independent boutiques. It also offers buyers a closer look at the collections, establishing closer ties with the designers. This season, SAFW has carefully curated 40 top designers exhibiting, selecting only the best of the best, with a whole new section of the Buyers Lounge being dedicated to Menswear. Although the designers can still only supply small quantities, we are confident that there are designers that are ready to sell quality garments to selected menswear outfitters, deliver on time and at the right price points.

Designers showcasing their collections include the following:

DAY / 1	DAY / 2	DAY / 3	DAY / 4
21 OCTOBER 2015 WEDNESDAY	22 OCTOBER 2015 THURSDAY	23 OCTOBER 2015 FRIDAY	24 OCTOBER 2015 SATURDAY
<p>19H30 SHOW // OFF -SITE Gerit-Johan Coetzee <small>BY INVITATION ONLY</small></p> 	<p>SAFW // SUNGLASS HUT NEW TALENT SEARCH</p> <p>18H00 SHOW //</p> <p>Pure Moon WITH Iamione GreerKylie Mod-Ish Somerset Jane</p> <p> sunglass hut</p> <p>19H00 SHOW //</p> <p>Colleen Eitzen Rubicon</p> <p>20H00 SHOW //</p> <p>Amanda Laird Cherry Clive by Clive Rundle</p> <p>21H00 SHOW //</p> <p>Sies!Isabelle - Accessories by WILD CHARM Sober Thabo Makhetha Mantsho By Palesa Mokubung</p>	<p>18H00 SHOW //</p> <p>Wake Non-European Adam & Eve Erre</p> <p>KZN FASHION COUNCIL COLLECTIONS</p> <p>19H00 SHOW //</p> <p></p> <p>20H00 SHOW //</p> <p>Keys Fashion</p> <p>21H00 SHOW //</p> <p>Sun Goddess JJ Schoeman</p> <p>MENSWEAR</p> <p>21H30 SHOW // OFF -SITE House Of Olé <small>BY INVITATION ONLY</small></p>	 <p>SAFW SCOUTING MENSWEAR</p> <p>18H00 SHOW //</p> <p>Ageo Rip 'N Sew Rogue Wear Influenced Alpha Climax</p> <p>19H00 SHOW //</p> <p>Touch Of Bling Esnoko Tempracha</p> <p>20H00 SHOW //</p> <p>Life by Andre Martin</p> <p>21H00 SHOW //</p> <p>Amos Tranque Ephymol - shoes by EUROPA ART <small>THE WARNER MUSIC FASHION EXPERIENCE</small></p>

The Autumn / Winter 2016 collections will take place from 21-24 October 2015, with the Buyer's Lounge (SAFW Fashion Trade Event) operating from 24 – 26 October 2015. Tickets are available from Computicket as well as the SA Fashion Week website (www.safashionweek.co.za), and range from R100 – R175 per person per show. Tickets are limited.

For more information, please visit www.safashionweek.co.za, or contact the SA Fashion Week office on 011 442 7812 / info@safashionweek.co.za.

For media enquiries, kindly email media@safashionweek.co.za