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SA Fashion Week Sponsors Release

The fashion ecosystem needs a range of retailers, a strong youth culture and vibrant cultural institutions. It needs the interplay between street style and professional stylists, fashion media reporters, editors, bloggers and photographers, to produce a diverse and innovative environment conducive to expressing signature style. Creating an ecosystem takes time, energy and human desire. It also requires sponsors, industry leaders who are fashion forward. SA Fashion Week associates itself with brands who are like-minded thinkers; brands who understand the power in fashion and want to achieve the same mission.

Sunglass Hut

Sunglass Hut is the world's premiere eyewear retailer and this year they are proud to present the Sunglass Hut SAFW New Talent show. Expect sunglasses, selfies and more! *'With just over a month to go to the SAFW Sunglass Hut New Talent show, we are excited to share the three finalists / new talent with everyone.'* – Earl Kopeledi. VIP fashion media can look forward to a sexy, savvy, chic lounge with all the trimmings, and of course sunglasses! As official brand partner, Sunglass Hut will host a VIP area during SA Fashion Week AW16. Look out for the Inner Circle Lounge, and all the front row ready activity that goes with it! (Select media can use eyewear from the brands lending library and wear this during fashion week)

Crowne Plaza

Crowne Plaza will once again host the SA Fashion Week Collections. The AW16 showcasing will be the fourth year that the Crowne Plaza has aligned itself as the official venue partner to SA Fashion Week. Media can look forward to stylish snacks in the Media Lounge, and this year, buyers will be treated to the Buyer's VIP Room in the Sunken Lounge to celebrate the launch of the SA Fashion Week Fashion Trade Event (Buyers Lounge).

Edgars

Edcon and SA Fashion Week first launched the SAFW X Edgars Designer Capsule Collection in Melrose Arch in 2011 followed by Sandton City in 2013 with Rosebank Mall and Menlyn Shopping Centre in Pretoria following in 2014. This marked a significant breakthrough in support of the industry's growth by making high-end local labels available to a larger retail audience. Designers have included Black Coffee, Clive Rundle, Colleen Eitzen, Gert-Johan Coetzee, Mantsho, Rubicon and Sies!Isabelle, joined by ERRE, Fundudzi by Craig Jacobs, Ilan and Sober in 2014. Keys Fashion will join this list of top selling designers in the upcoming season. This collaboration between designers and

the Edcon group holds multiple benefits which include the opportunity to jointly develop affordably priced ranges, amplified brand visibility and additional revenue streams.

Cruz Vodka

As the official opening party sponsor for SA Fashion Week, this season's Cruz Vodka AW16 launch party promises to go above and beyond of previous Fashion Week openings. *'Cruz Vodka epitomises luxury, fashion and style, and the opening party of SA Fashion Week AW16 promises to exceed expectations.'* – Rachel de Mardt, Cruz Vodka Marketing Director.

Lufthansa

Lufthansa is once again the proud airline sponsor of SA Fashion Week. Although Lufthansa will not present the 1st Best Collections this season, they remain a committed SA Fashion Week partner.

Rimmel London

Ever the trendsetter, Rimmel London's partnership with SA Fashion Week promises to again highlight the cosmetic brand's sexy edge and daring chic personality by providing international makeup looks on the runway. Rimmel London's ethos of 'Beauty with Attitude' combines with South Africa's diverse culture and non-conformist nature.