

H Y D E P A R K
C O R N E R

For Immediate Release
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Hyde Park Corner, together with The Park House of Events of Seventh are proud to host 2016 South African Fashion Week.

The Park House of Events on Seventh, located on the seventh level is a beautiful open conceptual space, with expansive and exquisite views of Johannesburg and is the perfect venue to host South African Fashion Week.

The idea was formulated by marketing manager of Hyde Park Corner, Michael Wilson. Hyde Park Corner is the leader in luxury, lifestyle and beauty, is also home to over 500 international fashion labels.

With South African Fashion Week, focused on providing a platform for talented emerging South African designers to showcase their work, the two entities will sit comfortably alongside each other. Further, it offers them a showcase, linked to a shopping environment, that puts them next to some of the worlds leading brands.

Wilson says, it imperative to support local designers who all draw inspiration from the leading international designers.

Top selling design brand Marc Jacobs, sold at Luminance is a typical example, his shows are without doubt, the most anticipated, extravaganzas of New York Fashion Week and define the week as well as drawing the most celebrities, musicians and artists, much like our own home grown - Gert Johan Coetzee, who opens SAFW.

Further, in this exciting season line up, Hyde Park Corner are hosting two public shopping days, following the trade fair, traditionally only open to buyers and press.

For further information, please check the Hyde Park Corner website www.hydeparkcorner.co.za
Or contact Alexia at Zebra Square - admin@zebrasquare.co.za