



Johannesburg – 16 March 2016

'I cannot wait for South African designers to develop African luxury brands that are truly global. This was our vision at the initiation of SA Fashion Week in 1997. Now 19 years later we are looking at the role SA Fashion Week still maintains in unearthing, nurturing, growing, supporting, and now, selling designer labels.' – Lucilla Booyzen, director SA Fashion Week.

As the fashion capital of Africa, Johannesburg is where the most influential designers come to showcase their collections. SA Fashion Week attracts a new generation of designers with talent, as well as entrepreneurial skills. They are responding to the demands of the South African consumer and a competitive marketplace. Through all the retail platforms that SA Fashion Week has created, designers are getting to know their customers so well that the product or service fits and sells itself.

Highlights of the Spring Summer 2016 Collections include:

- Clive Rundle communicating the myth between the geisha queen and her assistants.
- Colleen Eitzen will use beautiful prints to blend coastal botanics with sea and sky in her inspiring East Coast natural cotton collection.
- The essence for Gert-Johan Coetzee's collection sits in the necessity of education on all levels, which comes through in layers of luxury and opulent fabrics.
- Sun Goddess uses heritage stories to tap into a regal Africa that transcends time and fashion.
- Hangwani from Rubicon is always referring back to her culture, to create a Venda inspired collection based on her childhood experiences.
- African hands creating clothes for African bodies is what we can expect to see from SIES!Isabelle this season.
- Inspired by a dream state, Dominique Gatland from Lunar works with natural fabrics for the Lunar SS16 Collections.
- Tshupo from the brand Sober draws inspiration from movement and music, bringing their secrets hiding within femininity.
- Ryan from Keys Fashion fuses underwater colour, movement and magic, exploring the excitement that comes with uncertainty.
- SA Fashion Week guests can expect 1st class fashion in an aviation inspired Lufthansa 1st Best Collections final!

SA Fashion Week Collections Men Highlights:

-The Scouting Menswear final in association with GQ Magazine is opening the SA Fashion Week Collections Men.

-Olé Ledimo of House of Olé is one of the designers that have successfully combined art, music and fashion. This season he is adding a new dimension, combining wearable art with street art. He plays with a juxtaposition between tailoring and streetwear, using his bespoke footwear to pull the look together.

-Naked Ape bringing night and day together in a collection inspired by the architectural structure of the Moses Mabida Stadium, the mosaic seating arrangement is interpreted in print for day and the amazing linear stitch and zip trim for the monochromatic night.

-Ephymol will be bringing a 70's African glam collection to wow the SA Fashion Week Audience.

-Another must-see is D.O.P.E's off-site show on Friday the 8th of April! The venue will be announced shortly.

From influential and innovative designers, to stylists and fashion photographers, SA Fashion Week is Johannesburg's must-see fashion event!

For more information, please contact media@safashionweek.co.za / 011 442 7812