



FOR IMMEDIATE RELEASE

South African Fashion Week Announces Schedule for Autumn Winter 2017 Collections

Johannesburg, 16 August 2016 - With just a month to go until SA Fashion Week, the official schedule for the Autumn Winter 2017 Season sees SA Fashion Week's return to The Park, centrally located at the exclusive Hyde Park Corner, a familiar favourite for SA Fashion Week attendees. The proud partnership between the two entities officially began in April 2016 where the Spring Summer 2016 Collections were showcased.

SAFW WOMEN:

The carefully curated designer schedule for Autumn Winter 2017 includes a diverse line-up of top, much loved names as well as an exciting array of newcomers:

1. African Style Story
2. Atelier Dajee
3. Clive Rundle
4. Colleen Eitzen
5. Erre
6. Gert-Johan Coetzee
7. Greerkyle
8. Heart & Heritage
9. JJ Schoeman
10. Judith Atelier
11. Keys Fashion
12. Mantsho
13. Non-European
14. Rip 'n Sew
15. Rubicon
16. Sober
17. Somerset Jane
18. Sun Goddess
19. T'Niche
20. Morphe
21. Yadah Exclusive Designs
22. Vintage Zionist
23. Kottin & Twille
24. Black Coffee
25. Guillotine
26. Lunar

SAFW MEN:

This year SA Fashion Week is in its 19th year. Since its founding, SAFW has shown Menswear Designers as part of SA Fashion Week Collections where the collections were mostly bespoke and made to order. For the past 5 years SA Fashion Week has focused on



developing Menswear Collections. Although the designers can still only supply small quantities, we are confident that there are designers ready to sell quality garments to selected menswear boutiques, deliver on time and at the right price points.

Menswear labels showing this season are:

1. Afrikanswiss
2. Ephymol
3. Esnoko
4. Floyd Avenue
5. Leaf Letlhare
6. House of St Luke
7. Non-European
8. Palse
9. Presidential
10. Rip 'n Sew
11. Rogue
12. Roman Handt
13. Tovch
14. Tailor Me
15. Zamaswazi

SAFW SUNGLASS HUT NEW TALENT SEARCH:

Good design alone is not enough to take a brilliant student, to a brilliant young designer, who then plays a role in the creative fashion design space. It takes hard work combined with the correct marketing platform, social media savvy, correct timing, master manufacturing, the right clientele, celebrities and personal marketability for a designer to be seen by the media and other key players. They need to be pushed into the limelight where they are recognized, talked about and given opportunities to fast track their businesses.

In the opening show of SAFW AW17, ten of the brightest emerging Design Stars, sponsored by Sunglass Hut, will be given an opportunity to introduce their Collections to the market – they are:

1. Odon
2. Lavina
3. Mieke
4. HerRitual
5. Nu | base
6. Lumin
7. Etsa
8. Sheila-Madge Designs
9. Siyathokoza
10. Aya Velase

SAFW TRADE EVENT:

In driving our vision for a thriving designer-lead local fashion industry, the SAFW Fashion Trade Event will once again host over 50 exhibitors under one roof. This valuable platform will connect designers with media and buyers from 26 – 27 September 2016.



SAFW TRADE EVENT OPEN TO THE PUBLIC:

The bricks and mortar retail space, in particular, large shopping centres, remain the principal marketing channel where an estimated 95% of all purchases are still done offline. SA Fashion Week in collaboration with Hyde Park Corner will give designers access to this captive market cost-effectively by hosting this four-day, high powered event where Designers will sell directly to discerning fashion followers.

Entrance is free for this exciting shopping experience which takes place from Sept 28th – Oct 1st during regular trading hours in the Centre Court at Hyde Park Corner.

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ABOUT SOUTH AFRICAN FASHION WEEK

South African Fashion Week is the country's only business-to-business marketing platform, growing the Creative Fashion Design Industry in South Africa by connecting Designers to Buyers. SA Fashion Week facilitates the development of commercially viable local designer brands by providing a comprehensive range of strategic marketing services and platforms as well as learning forums that designers may utilize throughout the year to optimise their revenue generation.