

FOR IMMEDIATE RELEASE

Nestlé AERO TO PARTNER WITH LOCAL DESIGNERS AND CELEBRATED BLOGGER AT SA FASHION WEEK

JOHANNESBURG, 1 SEPTEMBER 2016 - The well-loved, light and bubbly Nestlé AERO chocolate has announced a collaboration with three South African designers at Africa's largest fashion week event. The clean cut designs of Durban's Colleen Eitzen, femme power of Erre Fashion and hand crafted comfort of Heart & Heritage will be proudly presented by Nestlé Aero at SA Fashion Week which kicks off later this month. The design trio will unveil their latest collections on the 22nd of September, "Nestlé AERO looks forward to sponsoring the winter 2017 collections from local designers Colleen Eitzen, Erre and Heart & Heritage, because fashion is one of the ways in which Nestlé AERO women can 'let go' and express their optimistic, fun-loving and spontaneous spirit" said Business Executive Manager for Confectionery, Zanele Mthethwa.

With almost two decades of credible involvement in the business of fashion, SAFW remains a calendar event that industry insiders and style enthusiasts look forward to. One such member of the fashion community, who is anticipating yet another five days of inspiration, is fashion/beauty blogger, photographer and fashion student Melody Molale. In the build up to SAFW throughout the month of September, Melody will be celebrating Nestlé AERO's spirit of "letting go."

"The month of September is the Christmas season of fashion and I am so excited to be partnering with Nestlé AERO to bring focus on all things fashion and beauty. Nestlé AERO is empowering three local designers to showcase at SA Fashion Week and as a fashion student, nothing brings me more joy than to work with brands that give back to local talent. I am highly enthusiastic about this partnership not only because we have a lot of fun experiences ahead but because it's a collaboration that allows and values my input and participation. So, I'm calling out all the fashion lovers to look out for my social media pages this month to see how you can get into the spirit of 'letting go'," says Melody Molale.

In the spirit of SAFW's theme of 'No Colour' for this season's showcase, Nestlé AERO looks forward to putting its most light hearted, free spirited but undeniably fun fashion foot forward.

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ABOUT NESTLÉ AERO

Nestlé products first arrived in South Africa in the 1870s with the company officially registering in 1916.

In 1998, Nestlé purchased Rowntree, a UK-based company, which is one of the world's largest chocolate and confectionery companies. This acquisition brought with it the South African company, Wilson-Rowntree. Nestlé's AERO is a well-loved chocolate brand renowned worldwide for its light, bubbly texture. Known as the original bubbles expert since 1935, the uniform aerated chocolate structure is designed to collapse effortlessly, releasing more flavour in a lighter eat. Over the years the popularity of the brand has spread and today the Nestlé AERO brand is enjoyed in many countries including Canada, Australia, Japan and South Africa

Now celebrating its 100th year in the country, Nestlé has a strong presence in South Africa with eight factories, three distribution centres and a head office in Bryanston, Johannesburg.

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 utilise throughout the year to optimise their revenue generation.

MORE DETAILS:

www.nestle.co.za

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Hashtag: #AeroLetGo

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