

Media Release

Date: Sept 1st, 2016

For immediate release.

SA Fashion Week spills the beans on their favourite coffee brand Cafféluxe.

Cape Town, 1st Sept 2016: Brewing up South Africa's most inspired creations under one roof, SA Fashion Week is proud to announce that their favourite artisanal coffee brand Cafféluxe will be treating SAFW visitors to a taste of truly local gourmet coffee. With over 50 designers showcasing the latest local trends, SA Fashion Week is widely considered the most prestigious fashion event in the continent's calendar. The fast paced fashion extraordinaire taking place at The Park, Hyde Park Corner from 20th – 24th September, will be frequented by over 5000 visitors and the who's who of the fashion world.

'We are really excited about teaming up with SA Fashion Week. As a Proudly South African brand, Cafféluxe is committed to supporting initiatives that promote and celebrate the best local talent and that ultimately assist in the growth of our economy.' – Cafféluxe CEO, Kevin Katz.

Cafféluxe, at the forefront of the coffee revolution, produces premium quality coffee from its state of the art roasting facility in Cape Town. Taking pride in producing quality beverages, Cafféluxe has recently launched a range of premium single origin African coffees available as biodegradable Nespresso™ compatible capsules. Other innovations include the first milk, hot chocolate and Rooibos tea capsules for Nespresso™ machines and not to mention their Dolce Gusto® machine compatible capsules.

'CafféLuxe is SA Fashion Week's hottest accessory. We just love the new age of caffeinated fashion consumerism. Like the garments and models, every capsule in the Cafféluxe Collection is perfect and poised, making the pairing of fashion and coffee one of fabulous proportion.' – SAFW Founder, Lucilla Booyzen.

Cafféluxe will be causing quite a stir with SAFW visitors who will be the first to sample the exclusive Cafféluxe Platinum Collection - an aluminium capsule technology that ensures optimum freshness of the coffee without the need for any outer packaging. The coffees for the Platinum Collection range are all selected from single estate farms for their unique taste profiles that embody the ultimate in coffee perfection.

For more information and to order visit www.Cafféluxe.com

Facebook /Cafféluxe, Twitter @caffeluxecoffee, Instagram @Cafféluxe

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MEDIA CONTACT:

i love publicity

Shae Scott-Crossley

shae@ilovepublicity.co.za

082 562 1553

About

Cafféluxe produces premium quality coffee, hot chocolate and tea capsules out of its state of the art roasting facility in Cape Town. Its capsules are compatible with Cafféluxe's bespoke espresso machines as well as Nespresso™ and Dolce Gusto® machines. Cafféluxe subscribes to a 'coffee with conscience' philosophy which permeates through its vision to create environmentally friendly capsules. A runaway leader as your very own personal barista; passion, persistence and perfection are encapsulated in every Cafféluxe product.