

Media Release | 2nd September 2016
For Immediate Release

PRESIDENTIAL DEBUT AT SOUTH AFRICAN FASHION WEEK AW17

African Haute Couture meets Ready-to-Wear in Menswear and the Launch of Presidential Queen in Ladies Fashion

Presidential will present its debut at South African Fashion Week on Friday 23rd September with The AW17 Presidential Collection. African Haute Couture will be complimented with Ready-to-Wear designs, and ladies fashion will be shown for the first time alongside menswear, with the launch of 'Presidential Queen'.

Already well-known for the distinctive hand-painted silk batik shirts, much loved by Nelson Mandela, the latest Presidential Collection will take to the runway with diverse and exciting styles.

Original designs combine African craftsmanship with Presidential luxury to present a collection of exquisitely crafted garments, detailed with hand bead work, embroidery, shweshwe, leathers, hand painted silks, batik fabrics and more.

Presidential has evolved with the recent collaboration with Italian born designer Pietro Giannuzzi. His expert knowledge of menswear, women's fashion and Haute Couture together with his eye for detail and pursuit of innovation has been combined with the elegant and fine quality fabrics of Presidential to create a new benchmark for the brand.

Progressing from the classic Presidential Shirt, the audience will be shown unique pieces, from beaded ball gowns to bowties, from blankets to bomber jackets. *"The Presidential Shirt has been a South African design icon for many years, but with this collection inspired by the unique vitality of today's Africa, we aim to elevate the brand to the global fashion stage"* says Designer Pietro Giannuzzi.

To view the exquisite quality and detailing of over 35 unique looks, linings, trims and stitching, visit the Presidential stand at the SA Fashion Week Trade Event on 26th-27th September.

The collection has been designed and made in South Africa. Many of the garments from SA Fashion Week will be for sale at the Presidential stores in Nelson Mandela Square and OR Tambo International, while others will be available to order.

"I wear these shirts to represent my people and their struggle and to represent the beautiful diverse cultures and traditions of Africa." said Nelson Mandela. *"Presidential aspires to make the brand a yet more beautiful and diverse representation of Africa than even its founding ambassador could have imagined"* says Founding Designer Desre Buirski.

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SA FASHION WEEK®
THE BUSINESS OF FASHION



PRESIDENTIAL

Invites you to the SA Fashion Week

The Park
Hyde Park Corner,
Johannesburg

Friday, 23 September 2016 at 8pm

RSVP

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