

Johannesburg – 23 February 2017

SA Fashion Week Spring Summer 2017 Collections Announcement

NO DECAMPING AT SAFW SS17 COLLECTIONS as 67 South African designers are set to showcase their 2017 Spring Summer Collections from 28 March - 1 April 2017 at The Park, Hyde Park Corner

Over the past 20 years SA Fashion Week (SAFW) has brought the creative fashion design industry together.

The SAFW SS17 Collections will highlight another season of high-end designs that will consist of 47 ladies wear and 20 menswear designers. 35 designers will be debuting this season.

The exclusive celebrity, media and designer sprinkled Opening Party will be hosted by Cruz Vodka on Monday, 27 March 2017.

The first show on Tuesday, 28 March 2017 will be hosted by Woolworths - Style by SA (a Woolworths capsule collection by South African designers) featuring eight "Top, Designers To Be" on the Runway.

One of the highlights this season is the Resort-Wear Collections - a very first for the country. Five sought after labels will showcase their luxury and highly specialised collections. Taking you from the beach to the ballroom these cross-cultural collections signify leisure, success, travel, and an appreciation for bringing style to every aspect of your life.

"A Date with a Thousand Years" by Chu Yan is an exciting collaboration between SA Fashion Week and Chu Yan, a Beijing based designer. Brought to us by the Ministry of Culture of China – The Embassy of China in South Africa and inspired by ancient Chinese culture. Chu Yan's Collection will bring us a glimpse of the past and a preview into the future: "...beauty rooted in Chinese culture that fits the lifestyles of contemporary society." – Chu Yan

Chu Yan has partnered with Impilo Collection to bring jewellery that is unique and tells your story.

Lufthansa 1st Class Collections brings us another ground-breaking collaboration between SA Fashion Week and The Berlin Fashion Week. Designer, Anja Gockel will showcase her collection on the same platform as South African Designers; Aya Goods, Aya Velase, Sheila-Madge, and Stitch & Steel. To join this dynamic group of designers is Nigerian fashion designer Paolo Sisiano. Paolo is celebrated for his minimalist designs, bold colour palette, and the representation of fluidity in his work.

"Rise of the OXX" Collection will be presented by DUT (*Durban University of Technology*). Top final year DUT students will showcase their interpretation of *The Rise of the OXX*. The learned designers will explore the theme and its meaning in the context of fashion.

Bringing the hottest make-up trends for the fifth time running is Official Make-Up Sponsor Rimmel London, who will provide international runway looks for the models that bring designer collections to life.

The SAFW Trade Event will take place from Thursday, 30 March to Saturday, 1 April in conjunction with the Collections. This will take place in a marquee situated directly next to the Show Auditorium at The Park at Hyde Park Corner and will be open from 12H00 to 20H00 daily, allowing the media and buyers that attend the Collections to visit the Trade Event. 50 Designers will exhibit their SS17 Collections.

Leading photographer Merweline Van der Merwe is collaborating with Clive Rundle to produce a photographic narrative on Clive's latest work. This will be exhibited on Thursday, 30 March 2017 at 18H30. "I've always worn the feelings I have for Clive Rundle's mastery on my sleeve. My next wish should be wearing sleeves as designed in his Spring Summer Collection" – Mahlatse James, blogger from MJ and Stuff.

Accomplished designer Gert-Johan Coetzee will detour this season. Exclusive media and guests will be treated to the GJC Spring Summer Collection at the Four Seasons Hotel at The Westcliff – by invitation only.

On Friday, 31 March 2017 SAFW "Scouting Menswear" in association with GQ Magazine will kick off the Menswear Collections. Never-seen-before designs will grace the runway – these are the future stars in Menswear design.

Set to single showcase will also be Black Coffee with his collection *FIVE | BLACK COFFEE | WINTER 2017*, Hangwani from Rubicon, and Ryan Keys.

To end off the 5-day series of SAFW events is one of SA's favourite designers, Ephraim Mologoana from Ephymol, who first showed his Collection in 2003. 'When people believe in you and compare you to other great designers, there's a sense of pride' – Ephraim Mologoana. Sharing the runway with Ephymol will be Floyd Avenue – winner of the 2016 SAFW Scouting Menswear in association with GQ Magazine.

From 6 – 8 April 2017, the public will be treated to "The SAFW Luxury Designer Pop-Up" in Hyde Park Corner's Centre Court. Where they will be able to meet, and buy directly from the designers.

Please see programme attached

All Collection pictures will be available directly after each show on PlanetIvan: www.planetivan.com
www.safashionweek.co.za

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Please contact media@safashionweek.co.za / 011 442 7812 for more information.