

Johannesburg – September 2017

## **SA Fashion Week Autumn Winter 18 Collections**

On the 24<sup>th</sup> October, South African Fashion Week (SAFW) will open its doors to 53 Collections showing at our new home at Sandton City Rooftop, a spectacular venue surrounded by a skyline of modern architecture.

Now in its 20<sup>th</sup> year, more than 10 000 guests, including media and buyers nationwide, will attend the 32<sup>nd</sup> edition of the SAFW Collections.

This season's show schedule, once again, puts the spotlight on the diversity and innovation of the South African designers all residing and manufacturing in the country.

The exclusive celebrity, media and designer sprinkled opening party, will be hosted by Cruz Vodka on Monday, 23 October 2017.

### **DAY ONE – SAFW WOMEN**

The schedule kicks off with the SAFW Sunglass Hut New Talent Search, now in its 3<sup>rd</sup> year. Eight progressive upstart designers – Ageo by Arnold Phasa, Danielle Frylinck, I Just Am, Ipikoko, Turner Studio, Kentse Masilo, Liu Liu and Mmusomaxwell, are all part of a new set of young designers that are accelerating the fashion dialogue locally. The New Talent Search was initiated in 1998 with the aim of building the young talent in South Africa.

Sheila-Madge, winner of last season's Lufthansa First Class Collections, will open the second show, followed by Ekta, T\_Niche and The House of Diva with a collection filled with African prints and colours.

Fashion will not be the only highlight for Woolworths this season. Building on the success of the WW/SAFW partnership established in 2016, is WBeauty, which will bring us a "through the fashion lens" experience of the innovative design, premium quality and responsibly sourced, WBeauty brand.

Eleven young successful brands will show their Collections as part of the Woolworths StyleBySA Show. The names of these designers will be revealed on the night and their Collections will be available in Woolworths Sandton, Rosebank, Canal Walk, Centurion, Westville Pavillion and Woolworths online.

### **DAY TWO – SAFW WOMEN**

Once-off fashion collaborations benefit everyone. This season, The High Commission of Canada is presenting designer Angela De Montigny. De Montigny will show her Collection in a shared show with well-known SA designers, Sober and African Style Story.

**Aero** is making a bold comeback this season with the Aero Collections featuring young designer Ri.ch Factory and one of SA's favourite designers Palesa Mokubung showing her Mantsho Collection. This show will be followed by Collections by Liz Ogumbo, Loayo Art and Creations with the final Collection by the much-loved design duo Vanya and Thando Mangaliso's Sun Goddess.

Rubicon will conclude day two with a standalone Runway Show. The Rubicon label is a success story that entered the fashion retail platform in 2007. Ten years down the line, Hangwani Nengovhela is one of the most respected designers on the fashion scene.

### **SAFW TRADE EVENT**

The SAFW Trade Event will take place from the 25<sup>th</sup> October to the 27<sup>th</sup> October and will run parallel to the Collections from 14h00 to 20h00 each day. This will take place in a marquee, situated directly next to the Show Auditorium at Sandton City Rooftop, allowing the media and buyers that attend the Collections to visit the SAFW TRADE EVENT. **Sixty** Designer brands will exhibit their AW18 Collections, which will include ladies and menswear, accessories, shoes, and bags as well as active wear.

### **DAY THREE – SAFW WOMEN**

Day three is packed with independent shows:

**Erre** design team, Carina Louw and Natasha Jaume's inspiration for their AW18 Collection stems from a recent trip to Germany, where they discovered that European turbans from the 1940's and 1950's bear a remarkable resemblance to the head wraps that South African women call the "duku".

**Gert-Johan Coetzee** is taking us on a journey of 80's nostalgia filled with glitz, glamour and flamingo nights.

**Keys Fashion** will pay homage to French Culture: one intrinsic of torrid love affairs. Inspired by Parisian streets, monuments and private rendezvous shared within the walls for centuries, this collection urges us to seek the answer to Argon's Question .... What are we without a little Paris within us?

**Clive Rundle's** presentation will be exploring the transient beauty of an exotic butterfly.

### **SAFW MEN DAY ONE**

A lot has been said about Fast Fashion – it has become a buzz word in South Africa. The negative impact of Fast Fashion is devastating!

On Friday the 27<sup>th</sup> October, International Wool and Textile Organisation (IWTO), President, Peter Ackroyd, will give a presentation on The Environmental Impact of Fast Fashion, followed by the screening of the documentary by Alex James, 'Slowing Down Fast Fashion'.

<https://www.youtube.com/watch?v=1RoOI3TgVO0>

Opening the SAFW MEN Collections and a highlight this season, is the very first Cape Wools SA Fashion Week Designer Challenge, an award that has been created to celebrate outstanding creative and innovative design and use of fabric. Two designers, Ephraim Molingwane from Ephymol and Jacques van der Watt from Black Coffee, will showcase the beauty and versatility of the South African Merino wool on Friday, 27<sup>th</sup> October.

Black Coffee was one of the first finalists of the SAFW New Talent Search in 1998 and Ephymol showed his first collection at SAFW in 2003.

Other out-there men's designers to watch on the first day are, Roman Handt showing a fully sustainable and origin traceable Collection. SAFW Scouting Menswear 2016 winner, Floyd Avenue, focuses on cultural appropriation and how to create a uniqueness within the global fashion arena. Making a comeback this season is Beware the Wolf in Sheep's Clothing, the winner of the first SAFW Scouting Menswear Competition in 2014.

Unlike other major cities, there is almost nothing to block the view of the Paris night skyline. This fused with Johannesburg, is where Paledi drew his AW18 inspiration from. It comprises of subtle African prints layered with sequenced craft with oversized silhouettes.

Paledi shares the second last show slot of the day with Tailor Me, a young label known for their impeccably handmade bespoke suits.

SAFW MEN day one's line-up, concludes with Vintage Zionist's Soldier of Peace and Military Love Inspired Collection featuring AfroPunk. Mandy Newman and Oscar Ncube's reality show Vintage Z will start airing on Fox Life South Africa on the 4<sup>th</sup> October.

### **SAFW MEN DAY TWO**

Emerging designers form an essential part of the industry need to be supported and encouraged until they mature into meaningful role players in the Creative Fashion Design Industry. Without these young start-ups, the designs of tomorrow could not be realised. The fifth and last day of the SAFW Collections opens with four new streetwear kids on the block: 100% Young Blood Apparel, Urban Outlaw 69, Bi Parel and The Watermelon Social Club.

Showing in the second last show of the season, is De Mil, winner of the SAFW Scouting Menswear Competition 2017 and premier streetwear label DOPE, by designer Andile Cele.

RK Menswear Collection Titled 'Egalitarian' will close the SAFW MEN Collections.

\*Egalitarian – (noun) a person who advocates or supports the principle of equality for all people.

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Please see programme attached.

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