

CARLTON HAIR ANNOUNCES OFFICIAL HAIR PARTNERSHIP WITH SA FASHION WEEK

South Africa's biggest hairdressing group, Carlton Hair, has been announced as the official hair partner of SA Fashion Week (SAFW), underwritten by Davines hair products, slated to be held at the end of the month. As arguably one of the biggest fashion affairs in the SA socialite calendar; SAFW is the place that trendsetters assemble to spot the next season's hottest looks in style and beauty. From 24 to 28 October 2017, SA fashion designers will showcase their Autumn/Winter 2018 (AW18) looks and trends on the Sandton City Rooftop in Sandton Drive. The exciting news comes ahead of the signing of a 3 year contract between the two groups.

Both groups pride themselves on being being fashion-forward trendsetters. SAFW is a platform for designers to start, develop and grow their business. It is the key voice of fashion in SA recognizing the power our diversity holds in this sector, which is one of the most socially inclusive SA industries. By entering into a long term relationship with the group, Carlton Hair aims to bring local creatives to the forefront of the industry, not only in terms of fashion, but in terms of hair and artistry.

Carlton Hair is a dynamic and well-established company which has developed and maintained a high standard of hairdressing since its inception in 1968. Our mission is to provide a platform of supreme professionalism from which the stylist can operate to achieve unrivalled status in the industry, thereby ensuring the finest standards for our clients. Today there are 24 Carlton Hair salons nationwide situated in 5 major cities.

"As a leader in the hair industry, Carlton Hair enjoys a reputation in innovation and pride ourselves in being in touch with the latest hair trends, which is why we've decided to partner with SAFW. Together we can make a stronger impact on the fashion and beauty industries, and create a stronger alliance between the two," Carlton Hair SA Marketing Manager, Gabriella Kulis-Scott.

As a part of the show, Carlton Hair Academy Principal, Cindy Gorman, who is one of the visionaries behind the Carlton Hair Creative Team, will be working as Head of Department (HOD), and will along with her team of stylists be providing all the hair styling for the models during the 2017 event. Headed by Davines World Style Contest winner, Christilene Erasmus-Bush, the Carlton Hair Creative Team includes international award winning artists from around SA who showcased collections at Davines Hair On Stage in Bangkok and Amsterdam.

Davines SA has also come on board to sponsor all hair products for the duration of the 3 year contract ending in 2019. The Italian-born brand prides itself on the idea of Sustainable Beauty: Davines believes that through living a balance of beauty and sustainability, or what they call "Sustainable Beauty", we can improve our lives and the world around us; through beauty, we can save the world. Davines products are made from 100% renewable energy and all packaging is made from recyclable means. In today's age, it's trendy to be eco-conscious, a trait that SAFW mirrors by providing sustainable marketing platforms taking high-end designs from the design studio into the retail environment.

To find out more info on SA Fashion Week, head to www.safashionweek.co.za.

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