Left to right: Gert-Johan Coetzee (AW19), ERRE (SS18), Black Coffee (SS18), Clive Rundle (SS18)
Introduction

“The Business of Fashion” is more than a slogan at SA Fashion Week. It is the underlying ethos that propels every action we take and drives our overall vision of a thriving designer-led local fashion industry that serves a powerful engine for economic growth.

For the past 21 years, fashion influencers from across the world have gathered at SA Fashion Week, in Johannesburg, to view the collections of our luxury designers.

This season marked the 34th season of the Business of Fashion. SA Fashion Week is the only business-to-business platform that markets and promotes designers throughout Africa. We have broadened our networks, created income streams for designers, facilitated and encouraged collaborations at both national and international level, and merged labels with local manufacturers.

We believe that fostering sustainable partnerships between sectors of the fashion supply chain will result in an image of excellence within our industry – one that will unearth creativity and business savvy among local talent. We’ve put business strategies in place that deliver sustainable marketing platforms and have recognised the power that diversity holds in the fashion sector – still one of the most socially inclusive industries in South Africa.

A highlight has been the growth of social media, something that has changed fashion forever. It put marketing power in the hands of creatives, who, with two thumbs and a creative mind, tapped directly into ready-to-go audiences. Designers were able to build an audience who already desired their creations before the garments became available online.

Looking back on 21 years of dedication to South African fashion, I feel grateful for the chance to establish a system that’s become a foundation for the creative fashion industry across the continent. I’m still amazed by the power of fashion and its ability to permeate our lives. Fashion has seamlessly (and stylishly) combined our drinks, food, social media jargon, personal imagery, language, mobile devices, online experiences and also the clothes we wear.

Thank you to our sponsors for sharing our vision throughout the evolution of SA Fashion Week; discovering, nurturing and highlighting the talent that makes up the South African creative fashion industry. Without them, we could not have achieved what we have.
INTRODUCTION

About

SA Fashion Week is the only business-to-business marketing platform for fashion, footwear, accessories and jewellery in Africa. Designers show their seasonal collections to the media, buyers and their clients. The SA Fashion Week Women’s and Men’s Collections are presented biannually. The SA Fashion Week Trade Show runs parallel to the presentation of the collections and is a wholesale platform for designers to sell to boutiques and online stores nationwide.

This is followed by the annual Menswear Pop-Up Shop in Brooklyn Mall, bringing consumers together, while opening trade opportunities for the designers. Breaking into the fashion retail space is most difficult for a start-up designer. Each season, SA Fashion Week launches new designers through various competitions, giving them the opportunity to start trading. In addition, SA Fashion Week is directly connected to 32 fashion colleges and universities through the SA Fashion Week Student Competition. This gives us the opportunity to identify the country’s strongest talent and nurture them until they are ready to play an active role in the industry.

SA Fashion Week collaborates with Leanne Tlhagoane, publisher of The Fashion Handbook, which lists all designers in South Africa. This biannual publication is sold in leading bookstores throughout the country. The collaborations in place are the Cape Wools SA Designer Challenge and the Woolworths StyleBySA Collections.
The role of Fashion Week in the major cities is to promote their designers, not only in their own country, but also internationally. SA Fashion Week has, from its initiation in 1997, nurtured established designers and supported and educated new designers in the business of fashion, while unearthing new talent. Simultaneously, we have had to focus on developing the full value chain, so that designers could have the support they needed to play a role in building the industry. We promote intelligent fashion and we continue to engage with all stakeholders, from fabric suppliers to financial partners, in order to support and create new opportunities. SA Fashion Week has put mentoring and educational programmes in place that facilitate internships both locally and abroad, and collaborates with sponsors to give our designers the opportunity to design satellite collections in conjunction with them, as well as Cape Woools SA, departmental stores, fabric suppliers and manufacturers.

An integral part of building our reputation is setting up events with a high intellectual image, which promote and develop the creative fashion industry. We maintain our reputation by preparing an annual report that evaluates the year, the return on investment for our sponsors, and lays out the vision for the sector, highlighting areas we believe have great potential.

Business knowledge is essential to fashion design leaders of the future. At SA Fashion Week, we know that a passion for all that encompasses fashion will not necessarily further the industry alone. Therefore, we have put the following educational and mentorship programmes in place to help designers and the SA Fashion Week team.

SA Fashion Week’s partnership with Woolworths gave nine designers the opportunity to be taken through the process of manufacturing and supplying flagship stores.

21 Steps to Retail is a three-month learning programme, which was initiated in 2013. It takes the young start-up through all the necessary steps, from being a designer to an entrepreneur.

Fashion talks took place during SS18 collections and discussed the challenges that brick-and-mortar and online retail present. It also addressed export and the requirements around it.
Innovation & Digital

Social marketing is the marketing strategy of the future. Digital technology was a game-changer; it disrupted industries, forced businesses to relook at their approach, develop new capabilities, and transform their cultures.

We encourage designers to tap into the vast potential of online marketing through using their social media platforms for:

• Retargeting their audience with Facebook advertising.
• Running promotions, giveaways and focusing on special holidays and SA Fashion Week events.
• Presenting style guides and constantly engaging with their audiences on all the social media platforms.
• Working with influencers who are part of their network and opening their own online stores.
• With the introduction of our online hub, Lalaluxxe, we are guiding more consumers to designer websites.
• SA Fashion Week supports this strategy by running a social marketing programme through digital newsletters and snaps throughout the year.

Investment

SA Fashion Week continues to tap into the business sector to attract more investors into forming partnerships with itself, as well as designers and manufacturers.

Furthermore, SA Fashion Week assists designers at various stages of their business cycle through support initiatives.
Corporate Partners

**Woolworths**
Official retail partner of SA Fashion Week

**WBeauty**
Official beauty partner of SA Fashion Week AW18

**Cruz Vodka**
Official alcohol partner of SA Fashion Week. Cruz hosted the official opening parties

**Sandton City**
Official home of SA Fashion Week AW18 and the final judging host of the New Talent Search

**Appletiser**
Naming rights partner of one show per season

**E! Entertainment**
Media partner

**GQ**
Media partner of the Scouting Menswear Competition

**Carlton Hair**
Official hair partner of SA Fashion Week

**MINI**
Official vehicle partner and the show sponsor of the MINI Scouting Menswear Competition

**Cape Wools SA**
Naming rights partner of the Cape Wools SAFW Designer Challenge

**Thirsti**
Product sponsor

**Canon**
Product sponsor
Designers

The fashion industry plays a significant role in the creative economy and has the potential to contribute to the growth of manufacturing in the country.

It would be fair to say the designers who show their collections each season at SA Fashion Week are the top trading designers in the country – they are creative and at the same time have an understanding of the business of fashion.

To run a successful and sustainable business in fashion, the designer needs to be creative, have excellent communication skills, understand how to be competitive in business, be an excellent team player, have top drawing and sewing skills, as well as an eye for fabrics and the interpretation thereof in their collection. Designers must create sustainable designs and desirable collections season after season.

It is one thing to become famous overnight, which can very easily happen in fashion, but it’s quite something else to turn that fame into sustainable financial success.
Seasonal Collections

Twenty-one years of the business of fashion

In 1997, SA Fashion Week introduced local designers to the hitherto unknown concept of creating a seasonal collection of garments specifically to be shown on a runway.

To get the idea under way, 17 established designers were invited to put collections on the runway under the heading of Summer Collections 97-98.

Currently, twice a year over a period of five days, designers present their collections for the forthcoming season to an audience of department-store buyers, boutiques, journalists, stylists and personal clients. The better a designer collection aligns itself with its customers’ lifestyle and culture, the better chance the brand has to sell and be a sustainable business that can contribute to the economic growth of the country.

Part of the success of any brand is its understanding of what makes it essentially unique, of what its brand DNA is, and how to build a success story around it. We encourage the designers to keep their businesses small and ‘special’. Through our vast network, we are constantly connecting designers with boutiques, departmental stores, the media and new clients.

Fashion has always been an important role-player when it comes to how we define ourselves and others. It is a powerful tool – it inspires, influences, seduces, projects power, reflects leadership and creativity. Over the past five years, the South African creative fashion industry has trended toward growth. Designers have started closing the gap between design and retail in order to appeal to the demand of the increasing numbers of consumers. As a result, growth of designer fashion more than doubled.
Each season, the collections offer a balanced mix of womenswear and menswear.

- 289 Designers in total in South Africa
- 114 Collections were shown on the SAFW platform in 2018
- 86 Designers showcased their collections
- 58 Ladies wear designers, 13 of whom showed more than 1 collection during the year
- 28 Menswear designers, 8 of which showed more than 1 collection during the year
- 273 Designers are stocking boutiques and departmental stores nationwide
- 171 Boutiques stocking SA designers nationwide

Textiles and clothing is a diverse sector that plays an important role in the European manufacturing industry, employing 1.7 million people and producing a turnover of EUR 166 billion. Growth – European Commission
The growth spurt of menswear over the past five years suggests men in South Africa have become increasingly more fashion-conscious. Men are willing to invest more in what they wear each season, and, realising that self-presentation is an important tool in business and in leisure, they are becoming increasingly conscious of sending out the right signals in their business environments.

The Internet, as is often the case, has played a major role in this, as it allows easier access to fashion. The younger generations spend a lot of time on social media – it has created a popularity contest where they are judged by the way they look. Photos and videos broadcast to the world that you own a designer piece few other people have. In a matter of seconds, the world knows which newest designer piece you are wearing.

This year marked the sixth year of two days entirely devoted to men’s dress, also one of fashion’s fastest growing markets in South Africa.

Collections Men

There are an estimated 82 established menswear labels in South Africa.

18 Menswear designers have either their own stores or their own online stores.

28 Menswear designers showed their collections at SA Fashion Week during 2018.

23 Designers have their own stores.

The highest PR generated by a designer during two months, pre, during and post SA Fashion Week, was R62 430 079 million.
Ephymol (SS18)

Gert-Johan Coetzee (AW19)

Klipa (AW19)
The Watermelon Social Club (AW19)

Urban Outlaw 69 (AW18)

Virtue SA (AW19)
Johannesburg is the leading city in designer ladies fashion in Africa, followed by Cape Town and Durban. Our designer businesses are growing from strength to strength, despite all the challenges, like manufacturing, availability of textiles and lack of financial support. Securing bridging capital is one of this sector’s biggest challenges.

Despite these challenges, the designers are creating a big footprint in South Africa and in Africa. One of the key drivers for the growth spurt is that the designers are embracing wholesale and online selling, as well as the way the consumers engage with brands and understand the importance of wearing a designer label.

With the focus on market research through the different retail streams created by SA Fashion Week, designers are getting to know their market and their consumers.

There are an estimated 179 established ladies wear labels in South Africa.

66 Ladies wear designers have their own online stores
53 Ladies wear designers have their own stores
58 Ladies wear labels showed their collections at SA Fashion Week during 2018

The highest PR generated by a ladies wear designer during two months pre, during and post SA Fashion Week was R67 430 079 million.
Left to right: Lunar (AW19), Rubicon (AW19), Klipa (AW19), Rich Mnisi (AW19)
Competitions

Competitions play a key role in motivating students to perform and excel, and offer a lot more reward than just the winning prize. Competitions offer a chance for participants to gain substantial experience, showcase skills, analyse and evaluate outcomes and uncover personal aptitude. Competitions also encourage students to adopt innovative techniques and develop their ideas and skills.

By entering a competition, the students or designers go through a spurt of brainstorming, problem-solving and creative energy, which they don’t experience during the learning process. This creates excitement and gives them the opportunity to excel outside of their faculty.

It brightens up their résumé, which puts them at an advantage when applying for work in a competing market. It offers them the opportunity to meet new people from other disciplines and geographic places. It showcases outstanding skills and it puts them in contact with other creatives who have different skills. Entering a competition generally has financial benefits for the winners, as it can provide the money to kick-start their businesses.

2018 competitions:
SA Fashion Week New Talent Search
SA Fashion Week MINI Scouting Menswear Competition in Association with GQ
SA Fashion Week Student Competition
SAFW Cape Wools SA Designer Challenge
Since its initiation in 2012, the Scouting Menswear Competition set out to select the best of the best in a large pool of young menswear design talent. It raises the profile of emerging menswear designers, introduces them to the buyers and media as well as supports them in their breakthrough into the retail market.

Today, young designers are expected to show a comprehensive collection within a few years. They are expected to be active on social media, have a strong industry and media presence and simultaneously cope with the business of fashion.

The MINI Scouting Menswear competition assists the designers in coping with the demand to establish their brand soon after they have launched.

Finalists:
1. Kumkani Bespoke
2. Ntando XV
3. Originally Kasified Clothing
4. Ralfe
5. Sipho Mbuto
6. Snaps
7. The Uniconz

The winner of the SA Fashion Week Scouting Menswear competition was Sandile Mlambo, Kumkani Bespoke. The Kumkani Bespoke collection was made from 100% natural fibres.

The Scouting Menswear competition is the opening show at the SA Fashion Week, Men’s Collections in Spring/Summer each year.
SA Fashion Week New Talent Search

New Talent Search is the most prestigious fashion award in South Africa. Established by SA Fashion Week in 1998, the opportunity secures long-term growth for the designers who enter.

Being a finalist or a winner in the New Talent Search is an important milestone in any designer’s career.

The most difficult period for a designer brand is between five and 10 years – this is when they have already established a certain level which has to be maintained. Entering this competition gives the winner, as well as the finalists, an “in” to sought-after media, buyers and new clients.

Since its inception, the success stories include: Black Coffee, Terrence Bray, Guillotine, Roman Handt, David Tlale, and more recently, Take Care, Anmari Honiball and Mmusomaxwell.

The prize includes:

R30 000 towards developing the collection in collaboration with The Fashion Agent.

Representation by The Fashion Agent for one year valued at R11 400

The winner receives a free show slot at the AW20 Collections, as the winner closes the 2018 New Talent Search show valued at R12 500.

Total value of the prize: ± R54 000.

Finalists:
1. Afrogrunge
2. Artclub and Friends
3. Birth
4. Cindy Mfabe
5. ikile Zamagcino Sokhulu
6. No Shade
7. ODE
8. Outerwear

The winner was Cindy Mfabe.
SA Fashion Week Student Competition

The SA Fashion Week Student Competition is open to final-year students at any of the fashion colleges or universities in South Africa. It identifies the designers of the future, and for the designer, it is a stepping-stone to running a successful business and a great way to stand out from the crowd and create brand awareness.

The most important aspect of this competition is the process, the journey and the lessons learnt on the way. SA Fashion Week called on students to exercise their innovation, skills set, tertiary practice and creativity.

Why do students enter competitions?

• It spotlights their design talent and skill.
• It connects them with the world of fashion and the business thereof – sponsors often develop small collections in conjunction with the designer brand.
• Designers can build their résumés.
• They can learn new skills.
• If they win the competition, they can realise their dreams – the prizes usually include a mentorship programme, cash or an opportunity to travel and learn.

Over 32 institutions are included and finalists selected represent the institutions listed below. Finalists’ garments were exhibited and prize-giving took place during the SA Fashion Week AW19 Collections.

Finalists:
Comien du Plessis, Elizabeth Galloway Stellenbosch
Ilke du Toit, Elizabeth Galloway Stellenbosch
Jacques Bam, LISOF
Katekani Moreku, Durban University of Technology
Leonie Bianca Mungalam, VEGA Durban
Lorenza Nicholas, University of Pretoria
Martin S. Khumalo, Durban University of Technology
Michael Peter Reid, Villioti Fashion Institute
Nasreen Paruk, Durban University of Technology
Ntokozo Noimande, Durban University of Technology

The prize included:
• Finalists’ garments exhibited at SA Fashion Week Collections AW19 in October 2018
• Cash prize of R5 000
• VIP SA Fashion Week Experience for AW19 Collections, October 2018
• Free pass to attend the BRICS Designer Forum held on 26 October 2018

The winner of the competition was Jacques Bam.
SA Fashion Week Wholesale & Retail Platforms

Over the past 21 years, the SA Fashion Week’s main objective has been to unearth, nurture, develop and take designers to market.

Our objective is to further:

• Prepare designers for retail;
• Increase the value of manufacturing;
• Grow jobs within the sector;
• Increase the impact of creative fashion design.

Platforms:

• The Fashion Agent
• Lalaluxxe – online hub
• SA Fashion Week Trade Show
• SA Fashion Week Pop-Up Shop

SA Fashion Week has put various wholesale and retail opportunities in place where designers can trade, bringing the buyers and consumers to the designer.

These platforms give the designers an opening to:

• Conduct product research;
• Evaluate who their core customers are;
• Determine who their competition is, what they offer and what similar labels are doing to promote their products;
• Market their goods alongside leading brands in SA;
• Connect with their new client base and build on their existing clients;
• Sell and trade, the main objective of these trading platforms.
SA Fashion Week has been collaborating with The Fashion Agent since its inception in 2012. The Fashion Agent is a fashion wholesale agency and distribution company. Managing member and co-founder, Annette Pringle-Kölsch, heads up The Fashion Agent. Pringle-Kölsch is an ex-Hugo Boss global brand manager with more than 27 years of professional experience in the fashion industry.

The Fashion Agent supplies African fashion brands through its wholesale channels to retailers, online platforms, professional independent boutiques and concept stores on the African continent and abroad. It offers a tailor-made, multidimensional distribution service to its customers, professional buyers and designers, ensuring the individual success and growth of all parties involved.

The Fashion Agent works with progressive stores and brands in partnerships based on integrity and sustainability.

The Fashion Agent’s retail customers range from large corporate key accounts to one-off individual boutiques.

The designer brands represented all have their own individual story to tell about the products they make, which includes a strong design identity, excellent workmanship, quality, sustainability and innovation.

The focus is on continuous growth of our database, consisting of stores, buyers and media.

The Fashion Agent B2B wholesale multi-brand showroom in Johannesburg trades all year, showcasing sample collections of these designer brands:

- Akjp
- African Style Story
- Black Coffee
- Cindy Mfabe
- Clive Rundle
- ERRE
- Floyd Avenue
- Gert-Johan Coetzee
- Mmusomaxwell
- Lovejozi
- Lunar
- Rich Mnisi
- Roman Handt
- Shaaazia Adam
- Sindiso Khumalo
- Sober
- Thebe Magugu

The Fashion Agent B2B wholesale turnover increased by 10% over the past 12 months (1 November 2017 to 31 October 2018).

In the same period, the number of units sold to retailers and boutiques decreased by 12% to 18 500 units sold.

The result is an increase of 25% in the wholesale price per unit sold.

Customers are spending 25% more per garment on product designed and manufactured by African brands.
SA Fashion Week Trade Show

It has been an integral part of our vision to build a trade show that would offer improved business-to-business opportunities for our creative fashion industry, similar to that of our international counterparts.

The SA Fashion Week’s Trade Show is the premier fashion event, exhibiting ladies and menswear contemporary designer collections, jewellery, footwear and accessories. Now, more than ever, buyers are looking for something new and fresh to attract their customers. The Trade Show is designed to be an intimate, networking-friendly and neutral trading ground for all designers in Africa. It offers a broad spectrum of the various designers’ pricings, optimising the buyers’ purchasing power and boutique owners’ attendance.

The exhibiting brands are carefully curated and are retail ready with sound business processes in place, which will enable them to deliver according to order. The Trade Show provides visibility, a credibility boost, networking time, opportunity to form new relationships with clients and vendors, a chance to generate leads, and a soft entry to the media.

The Trade Show, in October 2017, showed an encouraging escalation in buyers and boutique owners visiting from all over the country.

We attracted 133 buyers in 2018
84 Designers exhibited at the Trade Show
91 Media attended the Trade Show, connecting with designers
Lalaluxxe

Lalaluxxe was launched to designers, media, boutiques and bloggers at the Spring Summer 2019 SA Fashion Week. It is a no-risk search engine for designers, maximising their sales, growing their brands and connecting them with new customers. It searches multiple types of information from multiple sources to generate optimal results.

In just one overview, it enables you to access the webpages of all the designers trading on this platform, obtaining a clear and complete picture of what is available.

Lalaluxxe provides simplistic back-end administration and technology to all members. It brings expert e-commerce technology to the fashion industry by providing an e-commerce platform to designers and a marketing programme connecting consumers, designers, boutiques and bloggers.

This e-commerce hub enables ongoing trade for designers and boutiques, which includes influencers, bloggers and media to promote the South African fashion industry.

Objectives:

- Pioneering digital commerce for emerging and established fashion designers in South Africa.
- Expanding the global, designer, digital footprint.
- Minimising the cost and bringing knowledge to the designers.
- Stimulating growth by introducing leading-edge technology to the fashion industry.
- Maximising sales and creating visibility for all the members.
- Promoting the South African fashion industry globally.
Designers listed on the Lalaluxxe website:

- African Style Story
- Albertus Swanepoel
- Annelie Mans
- Beach Cult
- Bellareathe
- Bena
- Black Coffee
- Bulbulia Threads
- e.g jewellery
- ERRE
Menswear and Luxury Pop-Up Shop

As a follow-up to the success of the Ladies Wear Pop-Up Shop in Brooklyn Mall, we initiated the Menswear Pop-Up Shop in Brooklyn three years ago, and the Luxury Pop-Up Shop in Sandton City in 2018.

With the rise of online retailers, the importance of a physical presence, where people actively experience a brand, has never been more important. The SA Fashion Week Designer Pop-Up Shops assist designers to test new markets, identify, connect and interact with their target market, the media and, above all, generate sales.

38 Designers took part in the SA Fashion Week’s Pop-Up shops.

Luxury Pop-Up Shop total turnover generated: R159,872
Menswear Pop-Up Shop total turnover generated: R56,657
Total: R216,529
Woolworths Style by SA Collections

Created by Woolworths, these exclusive capsule collections are an exciting ongoing collaboration with Fashion Week designers. With a core philosophy of developing young South African talent and upskilling designers to produce accessible fashion at scale, the capsule features wearable signature styles from each designer, available exclusively at Woolworths.

Championing home-grown talent, this collaboration is a triumph for South African fashion, creating an opportunity for huge talented creatives to showcase their designs in a mainstream space.

Since its inception in April 2017, 17 designers have supplied selected Woolworths stores.

AKJP
Cleo Droomer
Ephymol
Gert-Johan Coetzee
Ifele
Lukhanyo Mdingi
Maria Mccloy
Mmusomaxwell
Pichulik

Rich Mnisi
Selfi
Sindiso Khumalo
Sol-Sol
Thebe Magugu
Wanda Lephofo
Watermelon Social Club
YoungandLazy
The Cape Wools SA Designer Challenge

This collaboration affords established luxury designers the opportunity to show two fully sponsored collections at SA Fashion Week. It celebrates outstanding talent, recognises design excellence and gives credit to designers that are successful in business.

Ladies wear designer ERRE, and menswear designer KLIPA, were chosen by a panel of international and South African industry leaders to showcase Autumn/Winter Collections at SA Fashion Week.

The prizes for this prestigious competition were: sponsored wool fabric to the value of R35 000 per designer; a travel seminar to the “Making it in Textiles” conference in Bradford, UK; and a two-season collection show sponsorship.

Both these designers will do a joint show at the SS19 SAFW Collections.
Education: 21 Steps to Retail

The appeal of fashion as a career opportunity has grown over the past decade, leading to more young people choosing fashion, and specifically, fashion design as a career.

There are more than 32 colleges and universities now offering fashion diploma or degree courses, with a huge intake of fashion design graduates each year. These institutions do not necessarily all provide students with an adequate education in garment construction, patternmaking, trend prediction and real-time business knowledge. However, these skills are necessary for becoming part of the creative fashion industry, playing a role in the economy and contributing to the GDP of our country.

21 Steps to Retail addresses this gap – it prepares the graduate student for retail, connecting them to the full value chain of the creative fashion industry. It gives them the necessary knowledge to deal with the ever-changing trends. It also addresses pattern cutting, grading and fabric selection. Above all, it connects them to manufacturers, fabric suppliers and other industry suppliers.

The 2018 programme was presented in collaboration with Edcon. Twelve post-graduate students attended the three-month, intensive design and business course, and are now selling their collections in selected Edgars flagship stores.

Designers that completed the 2018 Edcon Designers Innovation Challenge – 21 Steps to Retail – were:

- Cordelia Maponya, North West School of Design
- Denzel Vilakazi, Tshwane University of Technology
- Dewaldt Kriel, Elizabeth Galloway
- Jesmine Davids, University of Johannesburg
- Katlego Malatji, Inscape Educational Group
- Lungelo Duma, Durban University of Technology
- Masego Mashori, NorthWest School of Design
- Mpumelelo Dhlamini, Spero Villioti
- Neo Rangaka, Spero Villioti
- Omphile Tshisa, North West School of Design
- Reabetswe Mosiane, Vaal University of Technology
- Siyavuya Roqoza, Cape Peninsula University of Technology Design
- Zahnri Gertse, Elizabeth Galloway
The South African Fashion Handbook

The South African Fashion Handbook is excited about opening a new chapter in its continued relationship with South Africa’s premier fashion event – SA Fashion Week. “It’s the beginning of a new approach and perspective, but one that is cemented in the idea of strong collaboration and service to South African fashion, and all the interrelated parts that make up the fashion ecosystem,” says new publisher and owner Leanne Tlhagoane.

The South African Fashion Handbook is published twice a year – launched in April and October – synchronising with SA Fashion Week and distributed to all who attend. It is also available online.

The latest October 2018 publication focused on beauty, drawing special attention to the changing face of the South African beauty market, while not losing sight of fashion, as SA Fashion Week celebrated a milestone year.

Despite the transformative and rapidly changing times impacting the local and global fashion landscapes, fashion remains an ever more important sociocultural political marker for the future, making it one of the most exciting spaces to be in.

“From the get-go, it has been a collaborative and positive business relationship with SA Fashion Week,” said Tlhagoane.
Digital, media facts and figures

The sales of designer labels at SA Fashion Week are directly linked to our vigorous social media campaigns, specifically during our events throughout the year.

According to a McKinsey & Co report, if Internet use proliferates in Africa at the rate mobile phones did in the early 2000s, the continent stands to add as much as $300 billion to its economic growth by 2025.

Internet culture and fashion are linked. It opens communication channels that never existed before. It connects designers of all levels, that are based anywhere in the world, with leading trends and pure design at a click of a button.

It is not only this connection that is important. Designers start their collections by tapping into the Internet and social media, getting inspiration from whatever and wherever their hearts desire. Sales are generated and advertising managed by the designers directly. They are no longer restricted by their environment, created by the country they are living in, or their economic standard – their perspective is widened. The world is instantly available to them. They have a voice and can play a role in global fashion.

SA Fashion Week’s key social media platforms are Instagram, Facebook, Twitter and LinkedIn. Our content is highly curated, constantly engaging on all levels of designer, sponsor and event specific platforms.

Online footprint:
www.safashionweek.co.za
@safashionweek

#AW19
#BRICS2018
#BRICSFashionForum18
#CrownSAFW18
#MINIScoutingMenswear
#SAFW
#SAFW21
#SAFWWomen
#SAFWMen
#SS18
#SAFWTradeShow
#SAFWMenswearPopUp
#SAFWStudentCompetition
#SAFWNewTalentSearch
#SAFWCapeWoolsSA
Twitter: 480 000 followers
Instagram: 50 000 followers
Facebook: 27 000 followers
YouTube: 911
LinkedIn: 585

44.1K posts on Instagram with #SAFW
2.6 million impressions on Twitter over one month of SA Fashion Week

Total coverage of SA Fashion Week:
SS18 total online pieces: 289
AW19 total online pieces: 530
Total online pieces: 819

SS18 print: 185
AW19 print: 149
Total print pieces: 334

AW19 broadcast: 4
Total broadcast pieces: 21
SS18 PR generated: R187 949 961
AW19 PR generated: R153 851 052
Total Public Relations generated: R341 801 013
Social Media Analytics
GROWTH & DEVELOPMENT
Left to right: Clive Rundle (AW19), Sies+Isabelle (AW19), Thebe Magugu (SS18)
GROWTH & DEVELOPMENT

INSTAGRAM ANALYTICS
## New Talent Timeline

<table>
<thead>
<tr>
<th>Year</th>
<th>Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>Caroline Marshal, Claire O’Keef, Clinton Lotter, Jacques van der Watt, Nicola Dexter, Ruthi Orlin, Terrence Bray, Vicky Leach, Willy Ndatira and Yac Kimmie.</td>
</tr>
<tr>
<td>2001</td>
<td>Craig Fraser, Dominique Gatland, Geraldine, Marique Yssel, Mikateko Mhlanga, Nina Penberthy, Nirma Milkmaid, Roman Handt, Shireen Peer, Smilford Marapo and Sozon Grey.</td>
</tr>
<tr>
<td>2003</td>
<td>Annelize Neuhoff, David Tlale, Dumisane Matsatshe, Ella Butler, Esme Vivier, Maud Mbouwane, Michelle Dritza, Palesa Tshukudu, Refiloe Tsotetsi, Rozanne Whyte and Wame Ledimo.</td>
</tr>
<tr>
<td>2004</td>
<td>Athi Patra Ruga, Frances Andrew, Kathrin Kidger, Lisa Jaffe, Palesa Tshukudu, Patience Mashaba, Stephen Quatember and Upakile.</td>
</tr>
<tr>
<td>2006</td>
<td>Earthquake, Estan, Katherine Mortner, Malikah Hajee, Mzimo, Nicola Stevenson, Rozanne Immerman, Story, Tony Mestre and Zealous.</td>
</tr>
<tr>
<td>2008</td>
<td>Anisa Mpungwe, Khumo Moshimane, Marize Malan, Robyn de Klerk, Stephan Marin and Tanya Demby</td>
</tr>
<tr>
<td>2009</td>
<td>Celeste Lee Arendse, Elme Bekker, Jonica Gubula, Liza Benson, Marize Malan, Megan Perks and Naomi Motthamme.</td>
</tr>
</tbody>
</table>
NEW TALENT TIMELINE

<table>
<thead>
<tr>
<th>Year</th>
<th>Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>Cleo Droomer, Elme Bekker, Kutloano Molokomme, Oriel Barnard, Laila Baderoorn, Este van der Merwe, Ntokozo Kunene and Marize Malan.</td>
</tr>
<tr>
<td>2013</td>
<td>Anmari Honiball, Cutterier by Laz Yani, ERRE, Mej. Lues by Hanrie Lues and Take Care.</td>
</tr>
<tr>
<td>2015</td>
<td>WITH by Dean Charles Hauptfleish, Somerset Jane by Melissa Jane Somerset, GreerKyle by Greer Kyle Dennison, IAMONE by Farah Wallet, Mod-ish by Wardah Safi.</td>
</tr>
<tr>
<td>2016</td>
<td>Etsa, Mieke, Herritual, NulBase, Sheila-Madge, Siyathokoza, Lumin.</td>
</tr>
<tr>
<td>2018</td>
<td>Cindy Mfabe.</td>
</tr>
</tbody>
</table>
1997
Andre Croucamp
Blue Zoo
Cathrine Moore
Clive
De Patri
Duvall
Errol Arrendz
Gavin Rajah
Hilton Weiner
Hip Hop
Jenni Button
Julian
Marc & Michael
Marianne Fassler
The Boys
Thomas Red
Wylde Oscar

1998
Andre Croucamp
Cathrine Moore
Clive
Elzbieta Rozenworth
Francois Vedemme
Gavin Rajah
Gideon
Hip Hop
Julian
Marc & Michael
Marianne Fassler
Marion & Lindie
Natalie
Paul Munroe
The Boys
Wonder Boy

1999
Abigail Betz
Amanda Laird Cherry
Black Coffee
Clinton Lotter
Clive
Craig Native

2000
Abigail Betz
Anna-Mari
Black Coffee
Cheeze
Clive
Colleen Dubane
Craig Native
Daniel Le Roux
David West
Fabiani
Irene Kotsiros
Jenni Button
Joe Soap
Julian
Lizelle Bez
Maya Prass
Row-G
Sister Bucks
Susan Hansen
Terrence Bray
Wonder Boy

2001
Abigail Betz
Andre Croucamp
Black Coffee
Bonga Bengu
Britt Cormack
Chelelekovatt
Clive
Craig Native

2002
Amanda Laird Cherry
Black Coffee
Bombshell
Bongiwe Walaza
Caducci
Clive
Colleen Dubane
Craig Native
Daniel Le Roux
David West
Fabiani
Irene Kotsiros
Jenni Button
Joe Soap
Lizelle Bez
Maya Prass
Row-G
Sister Bucks
Susan Hansen
Terrence Bray
Wonder Boy

2003
2Me
Amanda Laird Cherry
Black Coffee
Bombshell
Bongiwe Walaza
Caducci
Clive
Colleen Etzen
Craig Native
Damat & Tween
Darkie
David West
DM
Ephymol
Genetix
Gideon
Hip Hop
Icuba
Issues
Karen Monk Klijnstra
Koketso
Lesego Malati
Life
Lexion Kulca
Lunar
Malcolm Kluk
Marion & Lindie
Marique Yssel
Maya Prass
Nirma Milkmaid
Paul Munroe
Pierre Du Plessis
Polo
Riptorn
Ruby
Ruff Tung
Susan Hansen
Stoned Cherrie
Strangelove
Terrence Bray
Thomas Red
Thulare Monareng
X&O

2004
Amanda Laird Cherry
Black Coffee
Bombshell
Bongiwe Walaza
Clive Rundle
Colleen Etzen
Craig Native
Darnell
David Tlale
Dust
Elle Buter
Ephymol
Franz Grabe
Germaine Myburgh
Getto Star
Goddess Factor
Hayley Godfrey
Hector Pietersen
Holmes Brothers
Innocentia Mbele
Jeff Mokotelo
Ji Schoeman
Judy Baatjies
Kgotso Maba
Khutala Vanga
Kleynhans
Lerato Phile
Lesego Phega
Machere Pooe

2005
Aaron Speng
Amanda Laird Cherry
Aubrey Ramatla
Black Coffee
Blasoen
Bongiwe Walaza
Clive Rundle
Danielle Abrahams
David Tlale
Dee Alberts
Dieter V d Bergh
Ephefram Melingoana
Germaine Christopher
Getto Star
Goddess Factor
Hayley Godfrey
Hector Pietersen
Holmes Brothers
Innocentia Mbele
Jeff Mokotelo
Ji Schoeman
Judy Baatjies
Kgotso Maba
Khutala Vanga
Kleynhans
Lerato Phile
Lesego Phega
Machere Pooe

Left to right: Sober (AW19) Guillotine (AW19) Gert-Johan Coetzee (SS18)
SA FASHION WEEK

Malikah Hajee
Marle Drotsky
Mavis Ntho
Mickael Kra
Nonkululeko Zondo
Phenomenon
Rubicon
Steph G
Stephan Martin
Tarryn De Mink
Thula Sindi
Tumelo Phathwane
Zimasa Nyaka
Zodwa

2006
Abigail Betz
Amanda Laird Cherry
Blasoen
Bongiwe Walaza
Carla Cabellero
Clive Rundle
Colleen Etizen
 Coppelia
Craig Port
Ephymol
Frank
Franz Grabe
Glori
House Of Ole
I Love Leroy
J Schoeman
Julian Couture
Ugc
Lexion Kulca
Lunar
Manish Malhotra
Mantsho
Martin Peens
Mzansi Designers
Norman Couture
Old Boy Oof
Paul Munroe
Pineda Covalin
Player
Soul Spice
Stephen Quatember
Stoned Cherrie
Sun Goddess
Terrence Bray
Thabani Mavundla
The Holmes Brothers
The Library
Thula Sindi
Vikram Phandis
Vino
Zuloe

2007
Abigail Betz
Alexander Koutney
Amanda Laird Cherry
Artistic Soul
Aubrey Ramatla
Black Coffee
Bongiwe Walaza
Brendan Sturrock
Brett Goldman
Clive Rundle
Colleen Etizen
Craig Native
De Mil
Dm Classics
Dust
Ephymol
Glori
Guillotine
Hermana Rush
I Love Leroy
Incubator By Lisof
Irmgard Mkhabela
J Schoeman
Lebo Mashile
Lunar
Masekela
Mantsho
Marion & Lindie
Miss Scarlet
Mon Moir
Poetry Museum
Psychic
Robin Lidsky
Roger Saint
Rubicon
Shukrie Joel
Soul Spice
Steph G
Story
Superella
Terence Bray
Tido
The Holmes Brothers
Two
Zealous
Zuloe

2008
Abigail Betz
Amanda Laird Cherry
Aubrey Ramatla
Black Coffee
Black Coffee
Clive Rundle
De Mil
Diamondface Couture
Earthquake
Ephymol
Franz Grabe
Guillotine
Hermana Rush
House Of Bunor
House Of Jola
House Of Ole
I Love Leroy
Irmgard Mkhabela
Julian
Kluk Cgd
Lebomash
Lisof
Lunar
Mantsho
Miss Scarlet
Mother Africa
Narainsamy
Nn Vintage
Remi Lagos
Rj kay Creations
Rubicon
Ruby
Soda
Stoned Cherrie
Story
Strangelove
Tando Zamxaka
Terrence Bray
Thunderstorm
Tiaan Nagel
Two
Vet
Zuloe

2009
Abigail Betz
Amanda Laird Cherry
Aubrey Ramatla
Anisa Mpungwe
Black Coffee
Blasoen
Blue Zoo
Christopher Strong
Clive Rundle
Colleen Etizen
Coppelia
David West
De Mil
Diamondface Couture
Earthquake
Ephymol
Francois Vedemme
Gideon
Gugulam
Hermana Rush
House Of Bunor
House Of Jola
House Of Ole
I Love Leroy
Irmgard Mkhabela
Julian
Kluk Cgd
Lebomash
Lisof
Lunar
Mantsho
Miss Scarlet
Mother Africa
Narainsamy
Nn Vintage
Remi Lagos
Rj kay Creations
Robyn De Klerk
Rubicon
Ruby
Sieslsabelle
Soda
Soul Child
Spyral
Stephen Quatember
Stoned Cherrie
Story
Strangelove
Superella
Tandozamxaka
Tanya Demby
Terrence Bray
Thunderstorm
Tiaan Nagel
Two
Vet
Vino

2010
Amanda Laird Cherry
Bianca Warrem
Black Coffee
Chimera
Christopher Strong
Cleo Droomer
Clive Rundle
Colleen Etizen
I Love Leroy
Irene Makhavhu Designs
Izzim Clothing
Khumomoshimane
Lebomash
Lisof For Soviet
Lexion Kulca
Lunar
Marize Malan
Mantsho
Miss Scarlet
Mother Africa
Narainsamy
Nn Vintage
Remi Lagos
Rj kay Creations
Robyn De Klerk
Rubicon
Ruby
Sieslsabelle
Soda
Soul Child
Spyral
Stephen Quatember
Stoned Cherrie
Story
Strangelove
Superella
Tando Zamxaka
Tanya Demby
Terrence Bray
Thunderstorm
Tiaan Nagel
Two
Vet
Vino

DLC
Dm Classics
Elme Bekker
Ephymol
Este Van Der Merwe
Fundudzi By Craig Jacobs
Gert-Johan Coetzee
Guguline
Gugulam
Hermann Rush
House Of Ole
I Love Jozi
Hanrie Lues
Janine Dollery
Karen Monk Klinjinstra
Kica
Kattin & Twille
Kloamo
Molokomme
Lailabaderoom
Lebo Mash
Lexion Kulca
Lunar
Mad Made
Mantsho
Marize Malan
Markiato
Mix & Match
Nabeela
Naked Ape
Non European
Ntokazo Kunene
Oriel Barnard
Rachel De Mardt
Rubicon
Ruby
Sbu Msimang
Sieslsabelle
Silverspoon
Sober
Soda
Stoned Cherrie
Superella
Sylvestor Falata

DESIGNER TIMELINE
Left to right: Gert-Johan Coetzee (SS18), Clive Rundle (AW19), Black Coffee (AW19)
DESIGNER TIMELINE

2016

SAFW Women
African Style Story
Amnari Honiball
Atelier Dajee
Black Coffee
By Ds
Clive Rundle
Colleen Etizen
ERRE
Etsa
Gert-Johan Coetzee
Greer Kyle
Guilotine
Heart & Heritage
Her Ritual
Isabel De Villiers
Jj Schoeman
Judith Atelier
Kat Van Duinen
Keys Fashion
Kotton & Twille
Liz Ogumbo
Loayo Art & Creations
Lumin
Lunar
Mantsho
Mieke
Morphe
Non-European
Nu Base
Rubicon
Sheila-Madge
SiestsIsabelle
Siyathokoza
Sober
Somerset Jane
Sun Goddess
Tniché
Vintage Zion
With
Yadah Exclusive Designs

SAFW Men
Afrikanswiss
Do p e
Ephymol
Esoko
Floyd Avenue
Hombre
House Of Ode
House Of St Luke
Leaf Leithare
Martelle Ludik
Naked Ape
Non-European
Palse
Presidential
Rip ’n Sew
Rougue
Roman Handt
Tailor Me
Touch
Urban Zulu
Zamaswazi

2017

SAFW Women
African Style Story
Ageo By Arnold Phasha
Akina
Akip
Angela Demontigny
Amnari Honiball
Atelier Dajee
Aya Goods
Aya Velase
Black Coffee
Chu Yan
Cleo Droomer
Clive Rundle
Danielle Frylinck Design
Edda Gimnes
Ekta
ERRE
Gabrielle Swimwear
Gert-Johan Coetzee
Heart & Heritage
Ifele
Isabel De Villiers
Janine Turner
Jessica Shuttleworth
Jj Schoeman
Judith Atelier
Kentse Masilo
Keys Fashion
Laresso
Leandi Mulder
Liu Liu
Liz Ogumbo
Loayo Art & Creations
Lumin
Mantsho By Palesa
Mokubung
Mmusaomaxwell
Nichthi Sewnath
Nivadni Sewnath
Pichulik
Ri.ch Factory
Rich Mnisi
Rubicon
Selfi
Sheila-Madge Design
Sies! Isabelle
Simone Bufé
Sindiso Khumalo
Sisiano
Sober
Somerset Jane
Stitch And Steel
Summerheart
Sun Goddess
Tniché
The Hive
The House Of Diva
Thebe Magugu
Tide Louw
Yanela Mtolo

SAFW Men
Afrikanswiss
Bayanda Khathini
Beware The Wolf In Sheep's Clothing
Bi Parel
De Mil
Dope
Dope Store
Ellen Madie
Ephymol
Floyd Avenue
House Of Saint Luke
Leaf Leithare
Luftahmyo Mdingi
Maria Mccloy
No Shade
Originally Kasified Clothing
Palse
Pure Moon
Rk Menswear
Roman Handt
Sol-Sol
Tailor Me
The Watermelon Social Club
Tiller
Urban Outlaw 69
Virtue S.A
Wanda LePhoto
Zamaswazi

2018

African Style Story
Afrogrunge
Amanda Laird Cherry
Artclub & Friends
Bayanda Khathini
Beachcult
Bi Parel
Birth
Black Coffee
Cindy Mlabe
Clive
Danielle Frylinck
De Mil
Dope
Dt: Rise Of The Ox
Ellen Madie
Ephymol
ERRE
Esoko
Fikile Sohulu
Five8ths
Gert-Johan Coetzee
Guilotine
Helen Assat Design
Helon Melon
Hse Of Bespoke By
Waseela Hutton
Inga Atelier
Isabel De Villiers
Judith Atelier
Klipa
Kumkani Bespoke
Lalesso
Loayo Art And Creations
Lunar
Mantsho By Palesa
Mokubung
Mbutho Sipho
Mmusaomaxwell
No Shade
Note Clothing
Ntando Xv
Ode
Originally Kasified Clothing
Otiz Seflo
Outerwear
Pale
Ralfe
Rich Mnisi
Rk Menswear
Roq Men Africa

Rubicon
Shaazia Adam-
Mozambique
Sies! Isabelle
Sindiso Khumalo
Sipho Mbuto
Snaps
Sober
Sun Goddess
T_niché
The Uniconz
The Watermelon Social Club
Thebe Magugu
Tiller
Urban Outlaw 69
Virtue S.A
Wanda LePhoto
Zamaswazi