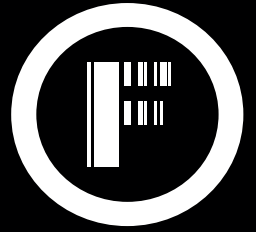
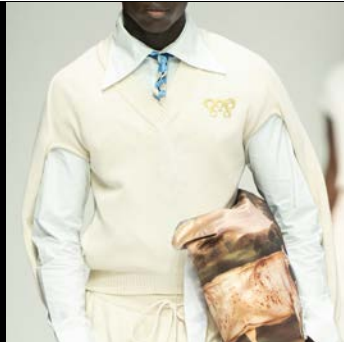


SA FASHION WEEK®
THE BUSINESS OF ETHICAL FASHION



ANNUAL REPORT | 2023





CONTENTS

Images: Black Coffee AW24, The Bam Collective AW24, Ephymol AW24, Nhlanhla Masemola AW24

| | |
|--------------------------------|---------|
| Appreciation and Introduction | 1 - 6 |
| A year of Collaborations | 7 - 8 |
| Collections | 9 - 24 |
| Integrated Business Model | 25 - 26 |
| Corporated Partners | 27 - 28 |
| Communications Plan | 29 - 30 |
| Competitions | 31 - 32 |
| Mr Price New Talent | 33 - 34 |
| Mr Price Scouting Menswear | 35 - 36 |
| Student Competition | 37 - 38 |
| Education | 39 - 40 |
| Wholesale, Retail & Trade show | 41 - 42 |
| Growth & Development | 43 - 44 |
| Digital Footprint | 45 - 46 |
| New Talent Search Timeline | 47 - 48 |
| Designer Timeline | 49 - 54 |



Images: Mantsho AW24, Munkus AW24, Oyama Gonintebe AW24

Appreciation

SA Fashion Week depends on its corporate partners to build a creative fashion industry in South Africa.

Their significance lies both in their financial contribution as well as in their understanding of how to optimally leverage and align their brands with the soft power of fashion.

From all the constituent parties associated with this multifaceted enterprise, from the designers who launched collections, the models, backstage and front-of-house staff, media trainees and fashion student assistants, and simply everyone at the SA Fashion Week office, we wish to express our deep gratitude for your support.

APPRECIATION

Financial Partners

Mr Price

SA Fashion Week Retail Partner

Mall of Africa

Home of SA Fashion Week

Cruz Vodka

Alcohol Partner and Launch Party Sponsor

ISUZU

Motor Vehicle Partner

Carlton Hair

SA Fashion Week Hair Trends Partner



Images: Black Coffee AW24, Helon Melon AW24, D'Kock AW24

SA Fashion Week The Ever-Evolving Journey

SA Fashion Week remains at the pinnacle of the country's fashion design talent. Whilst many designers still face the challenges of the post-Covid period, 2023 witnessed the first tentative signs of a positive upswing in our industry.

The rapid shift to online reporting has enhanced the power of the famous 'frow' at shows which made collections accessible to a larger audience. More in-depth, and positive, coverage in both mainstream and social media platforms, has inspired a new generation of consumers across the country. They are turning their attention and patronage to the homegrown design on their doorstep.

Increasingly, designers are understanding the necessity of running a sustainable business as creative entrepreneurs. Equally, major retailers are realizing the value of local design, with fashion chain, Mr Price taking the lead.

Governmental support for the sector, however, remains lacklustre. Gorpcore, derived from 'good old peanuts and raisins' as the staple food of outdoor adventuring, emerged as the trend du jour for outdoor functional outerwear, morphed into the core style of the street.

This trend predicted by fashion pundits such as Business of Fashion, sees outdoor brands launching lifestyle collections and lifestyle brands incorporating technical elements blurring the lines between functionality and style.

Collaborative knitting networks and the shaping of a sustainable fashion future for South Africa were the two exhilarating trends to emerge over the past year during the Spring/Summer 2023 Collections.

Regional and intercontinental collaborations featured designers and models from neighbouring Mozambique Fashion Week and the Italian/South African collaborative Fashion Bridges – I Ponti della Moda project, sharing skills and insights while exploring new business opportunities.

The return of Mr Price as the headline sponsor of New Talent Search and Scouting Menswear Collections gave impetus to the clean fashion trend. Contestants were challenged to demonstrate developments in the application of print on fabric along with design based on sustainable principles.

INTRODUCTION

The second half of 2023 saw an acceleration from disposable seasonality to Slow Fashion with approximately ninety percent of designers showing a clear commitment to this ethos.

Each of the nine designers taking part in the Mr Price Scouting Menswear Competition, as well as established brands such as Helon Melon, Bam Collective, Munkus, Michael Ludwig, and industry stalwarts such as Black Coffee, Rubicon, and Ephymol, consider their garments as unique collector's items to be treasured over time.

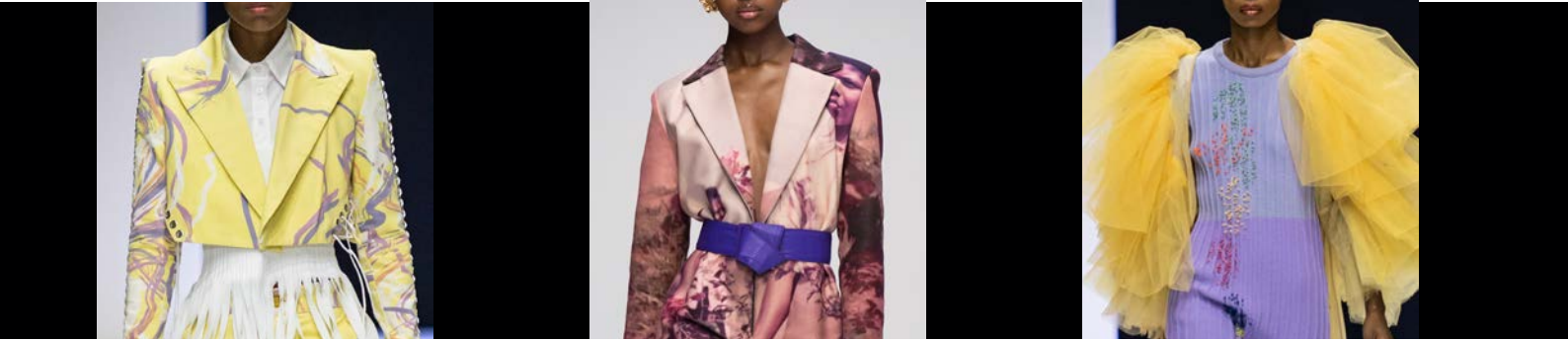
They use higher quality, low carbon fabrication as well as techniques to recycle or upcycle, source locally, and avoid waste or dead stock by producing limited edition ranges or commissioned pieces.

Gender fluidity and body-sensitive designs are other principles of this movement which is increasingly available to the broader South African consumer through the more than fifty local retailers who now stock SA Fashion Week designer's products or garments or creations.

The vitality of the creative fashion industry in 2023 is however best reflected by the attendance figures. An estimated 5,800 guests, including sponsors, media, designers, VIPs, buyers, and students respectively attended the Spring/Summer (S/S) 2023 and Autumn/Winter (A/W) 2024 shows.

The astonishing complexity of our times necessitates collaboration – the sharing of knowledge and skills bringing together ideas, disciplines, innovation, and cultures.

It is in this spirit that SA Fashion Week develops linkages that support development at every stage of the process. This ranges from platforming talented students to opening channels for export-ready designers to make inroads internationally. We collaborated with 32 design institutions around the country to exhibit the work of nine bright new creatives waiting in the wings. We also convened a two-day brand-building and export development workshop to establish market channels with experts, from the Department of Sport, Arts and Culture (DSAC).



Images: Artae SS23, Munkus AW24, Cyla Gonsolves SS23

We established an initiative with Massimo Casagrande and his London-based counterpart, Sennait Ghebream's À- Propos, which is a platform that markets emerging fashion brands and New York-based Eddie Marquez's The Good Six agency. Our Fashion Bridges programme with the Italian Embassy continues to forge relationships with international fashion movers and shakers. These are Paula Ciolina, international relations, and buyers project manager at Camera Nazionale della Moda Italiana in Milan, and fashion agent, Margaux Bagur, who specialises in the lucrative Middle Eastern and North American markets.

We are deeply grateful to all our friends in fashion, here and globally, for their continued faith in South African creativity.

Lucilla Booyzen CEO, SA Fashion Week

INTRODUCTION



Images: Bam Collective AW24, Sinchui AW24, Michael Ludwig AW24

A Year of Collaborations

Designers expanded their businesses in 2023 leveraging the power of collaboration and forging partnerships. Working within an ethos of responsible fashion, creatives partnered with our corporate associates to increase their reach and establish stronger footprints. They also collaborated with printers, fashion agents, influencers, leather crafters, and the cotton, mohair and wool industries, to embellish their products. and add diversity to their signatures.

Mozambique Fashion Week

The Mozambique Fashion Week has hosted South African designers for more than ten years. This year at the Spring/Summer 2023 Collections, SA Fashion Week showcased Mozambiquan designers Chibaia, Mabenna, and Cuccla, as well as four top Mozambican models, Rachel Mbiza, Chantel Tomo, Rússel António, and Ivanildo Lourenço. .

Fashion Bridges Programme

The third edition of this ground-breaking initiative between the SA Fashion Week and the Italian Embassy with partners Polimoda Firenze, Camera Nazionale della Moda Italiana and the Centro di Firenze per la Moda Italiana introduced the new collections of Italian designer, Federico Cina, a finalist in the 2022 LVMH Prize for young fashion designers, and South African, Lezanne Viviers, who debuted her Viviers Studio signature at Milan Fashion Week earlier in 2023.

This intercontinental collaboration allowed the partners to establish mutually supportive networks, share skills and insights, as well as to explore new business opportunities. Ultimately it extended the creative vision of the two countries beyond their respective borders.

“If you want to go fast, go alone. If you want to go far, go together.” **African proverb**

A YEAR OF COLLABORATIONS

Mentorship Collaboration with the Department of Sport, Arts and Culture (DSAC)

SA Fashion Week facilitated two workshops where local and international retail buyers and agents mentored designers on best current practice in supply chain management.

This was followed by the SA Fashion Week Trade Show.

International Collaborations

SA Fashion Week and À-Propos:

SA Fashion Week and À-Propos, a platform that markets emerging, and particularly South African, fashion brands internationally, teamed up to mentor local designers in order to develop export-ready and distinctive, glocal signatures with a sustainable fashion ethos.

Directed by Massimo Casagrande and his London-based counterpart, Sennait Ghebream, À-Propos collaborated with Refuse Clothing Brand and Michael Ludwig and the Bam Collective, to develop a well-curated range based on their respective collections launched earlier at SA Fashion Week's Spring Summer event in April.

The curated selection was introduced successfully to buyers and retailers at Milan Fashion Week's À-Propos event in September 2023.

The project was also supported by Vogue Italia, Al Duca D'Aosta, Venezia, la Rinascente, and Afro Fashion Week Milan.

North American, European, and Middle Eastern Collaboration

French fashion agent and consultant, Margaux Bagur specializes in the Middle Eastern and North American luxury markets. She participated in the Department of Sport, Arts and Culture Mentorship Workshop where she advised designers on collection development and sales management for high-end retailers such as Bloomingdales and Harvey Nichols.



Images: Musawenkosi AW24, Foybear SS23, Sinchui AW24

Spring Summer 23 Collections

The country's top fashion design platform hosted 11 shows over three days showing 37 collections. The SS23 line-up illustrated its commitment to organic developments in the industry by launching new ranges by some former Scouting Menswear competition winners and finalists.

These included Boyde by Samkelo Boyde Xaba (2020), Refuse Clothing (2022) as well as 2022 finalists Gugu by Gugu and family-based collective, Fuata Moyo.

SA Fashion Week is proud to have spearheaded an ethos of diversity and inclusivity in the 26 years since it was founded. This year's collections were visibly representative of the country's demographic profile in all its permutations of race, size, age, gender, sexuality, religion, and talent.

Whilst structural obstacles in manufacturing and a chronic local lack of access to sustainably produced luxury fabric continue to impede the industry's growth. Designers this season benefitted from networking with fashion institutes, trade associations, media, and companies to exchange experiences, knowledge and creative concepts.

COLLECTIONS

Autumn Winter 24 Collections

The AW24 collections demonstrated the commitment of South African designers to celebrate gender neutrality, inclusivity, and diversity and to fearlessly explore experimentation whilst retaining their distinctive DNA.

Ten shows featured 32 collections over three days

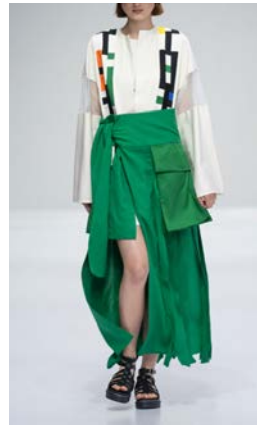


African Renaissance Designs AW24



Artae SS23

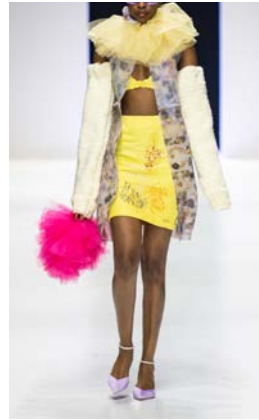
COLLECTIONS



Black coffee AW24



Boyde SS23



Cyla Gonsolves SS23



Czene.24 AW24



D'Kock AW24



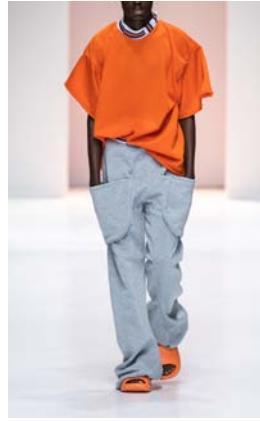
E_Mania SS23



Ephymol AW24



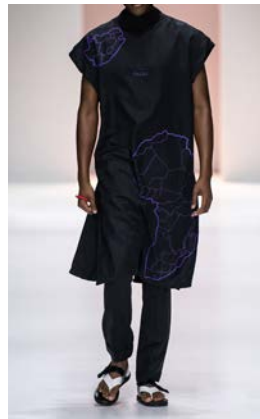
Fikile Sokhulu AW24



Foybear SS23



Franc Elis AW24



GugubyGugu SS23



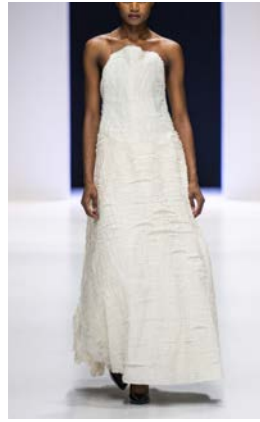
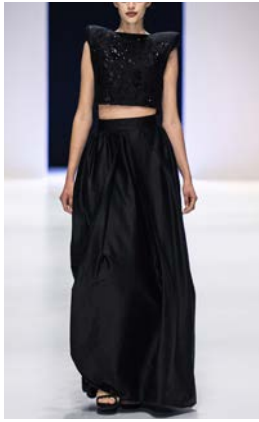
Helon Melon AW24



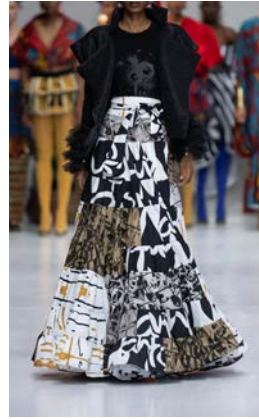
Juanie SS23



Leon Von Solms AW24



Lunar SS23



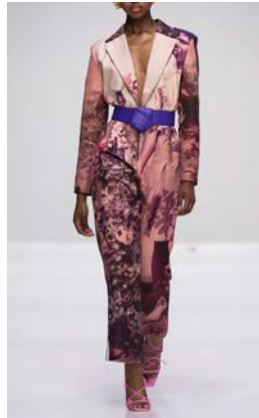
Mantsho AW24



Messrsbasswood SS23



Michael Ludwig Studio AW24



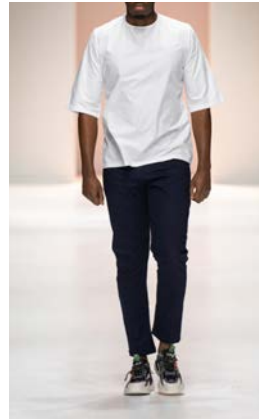
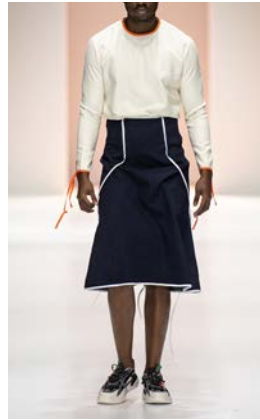
Munkus AW24



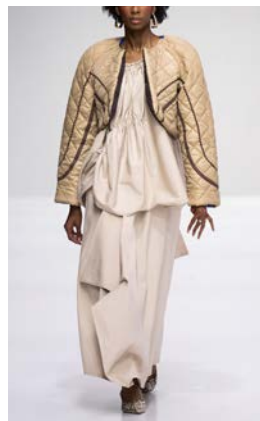
Musawenkosi AW24



Nhlanhla Masemola AW24



Ntando XV SS23



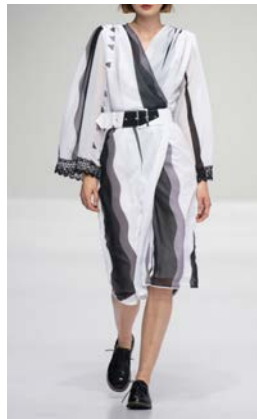
Oyama Gonintebe AW24



Refuse Clothing Brand AW24



Research Unit SS23



Rubicon AW24



Silver Magpie AW24



Sinchui AW24 (Winner: Mr Price Scouting Menswear)



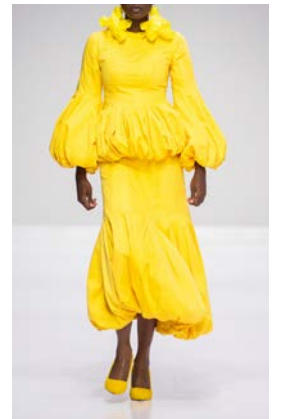
Sipho Mbuto SS23



Sober AW24



Sun Goddess AW24



The Bam Collective AW24



Toro-Meraki AW24



Viviers AW24



Watermelon AW24



Images: Leon Von Sloms AW24, The Bam Collective AW24, Viviers AW24

Integrated Business Model

The year under review saw a recommitment to the four pillars of SA Fashion Week's integrated business model, which are:

- Entrepreneurial skills development
- Positive and responsible fashion
- Dynamic marketing and communication
- Investment

Critical focus areas were:

- Local and international trade
- Barriers to local and international retail entry
- e-Commerce and online marketing

Entrepreneurial skills development

The SA Fashion Week understands the importance of ensuring an entrepreneurially conducive milieu that enables the creative fashion design industry to thrive.

A core component of its business model is an annual programme of learning and mentorship opportunities.

Training webinars during 2023 included hands-on coaching workshops by a range of industry experts which included international product developers, mentors, and fashion buyers as well as business and fashion consultants.

INTEGRATED BUSINESS MODEL

Responsible Fashion

SA Fashion Week actively supports the development of a responsible local fashion culture based on the broad guidelines set out by the British Fashion Council. They are:

- Reduced environmental impact
- Fair and empowering workplace principals
- Crafter community engagement

The enormous global swing to a sustainable ethos has turned adverse socio-economic and geographic conditions into a unique advantage that local industry is well positioned to capitalise on with many core principles already in place.

These include:

- Small design studios that produce limited and timeless, Slow Fashion collections
- Minimal automation in the design and manufacturing process
- Statutory South African labour conditions that ensure fair labour practise
- Integrated supply chain integration that localises production and guarantees the provenance of garments
- The usage of natural fibre and compostable local fabric which is customised with signature prints to achieve

competitive pricing

- Localised production to ensure community-based job and wealth-creation and a reduced carbon footprint
- Demand-driven production

Dynamic Marketing and Communication

SA Fashion Week leverages the full gamut of online marketing tools in support of the South African designers. This increases their share of voice as well as awareness and perception change and generates sales.

It recognises the significance and power of celebrities and influencers as well as the power and impact of authentically generated content. All communication results are measured by independent auditor, Novus Group, to ensure efficacy and efficiency and to provide ongoing insights into the various audiences targeted by stakeholders.

Investment

SA Fashion Week is funded principally by collaborative private sector sponsorships.

Corporate Partners

Mr Price

'We are witnessing an exciting evolution in men's design based on the submissions for this year's Mr Price Scouting Menswear. We can't wait to share this with South Africa's followers of fashion.' Mr Price managing director, Kevin Smith

The Mall of Africa

'We expected great things from our association with SA Fashion Week from day one of the relationship's inception in 2020'. Mall of Africa had already established itself as Gauteng's hub of top international fashion and lifestyle brands in the preceding four years. It was a natural fit to align ourselves with exceptional local design.

The excitement generated by the biannual launch of the seasonal collections, exceeded our dreams exponentially. The return on investment in terms of positive publicity and social media presence, remains unrivalled as does its capacity to deliver thrilling retail theatre and the commensurate word-of-mouth generated.

It is therefore no coincidence that, despite hugely challenging economic conditions, Mall of Africa continues to outstrip

many of its peers on key success markers. Both year-on-year foot count and turnover grew considerably from January to July 2023.' says Leemisa Tsolo, head of Asset and Property Management – Retail of Attacq Limited, Mall of Africa owners.

Cruz Vodka

According to sponsor, Maisha Mamabolo of Cruz, 'fashion is about attitude, it creates cultures. Cruz was born from the spirit of New York, so we rally behind the pursuit of success as we explore the new age of luxury with the CRUZ Collective. The show exemplifies why fashion is about more than clothing.'

Isuzu

Ziphindiwe Ngcobo, department executive: marketing for Isuzu, the sponsors of the Isuzu Collections, says the car maker's Isuzu Mu-x model epitomises the bridging of the gap between style and comfort, to redefine mobility in the same way that fashion redefines style.

'Our collaboration with designers Black Coffee and Mantsho, allowed us to explore the runway of possibilities and ask content creators to #bringit in forging a path where our shared values fuel a future of inspiration and distinction.'

CORPORATE PARTNERS

Carlton Hair

'Carlton Hair loves partnering with SA Fashion Week as they share our commitment to quality, professionalism, and sustainability. We give our clients and stylists exposure to the latest fashion and hair trends with our involvement,' says Cindy Gorman, National Academy Principal and Member of the Carlton Hair Creative Team.



January

- Mr Price New Talent Search portfolios submitted electronically
- Mr Price New Talent Search Judges announcement
Face of Fashion

February

- Start compiling the Collections programme
- Model Pre-Castings
- Model Castings
- Interviews with model agencies
- Model and Designer interviews
- Mr Price New Talent Search semi-finalists selected
- SAFW announces the semi-finalists, in-studio interviews
- Face of Fashion Judging

March

- SS24 Collection Programme Announcement
- SS24 Collection Media release distribution
- E-vites to partners, designers, and media
- Virtual Media Launch - introducing sponsors to the media
- Sponsors Forum
- PopUp shop
- Face of Fashion winners announced

April

- Garment fittings in Johannesburg
- Garment delivery to the venue
- Build-up of auditorium including all production components
- Production team briefings
- Production team interviews
- Build-up of Sponsor Activations
- Mr Price New Talent Search final judging
- CRUZ launch party
- SAFW Spring Summer Collections
- Worldwide distribution of Collection Videos
- SAFW Trade Show / Showroom

May

- Launch Mr Price Scouting Menswear Competition
- Sponsors Report Backs

June

- Connect with 32 colleges on student
- Mr Price Scouting Menswear Competition portfolio submitted electronically
- Mr Price Scouting Menswear Competition Judges announcement

COMMUNICATIONS PLAN

July

- Judging of Mr Price Scouting Menswear Competition
- Semi-finalists announcement Mr Price Scouting Menswear Competition
- Interviews with semi-finalists Mr Price Scouting Menswear Competition

August

- Distribution of videos of eight Mr Price Scouting Menswear Competition semi-finalists
- AW24 Collections programme finalisation

September

- Start compiling the Collections programme
- Model Pre-Castings
- Model Castings
- Interviews with model agencies
- Model and Designer interviews
- Mr Price Scouting Menswear semi-finalists selected
- Mr Price Scouting Menswear semi-finalists in-studio interviews
- AW24 Collection Programme
- Announcement
- AW24 Collection Media release distribution
- E-vites to partners, designers, and media
- Virtual Media Launch - introducing sponsors to the media
- Sponsors Forum
- PopUp shop

October

- Mr Price Scouting Menswear – virtual introduction of the Semi-Finalists to the media
- CRUZ Launch party
- SAFW Autumn Winter Collections
- SAFW Trade Show / Showroom
- Student Competition finalist Exhibition

November

- Launch Student Competition to Colleges
- Sponsors Report Backs

December

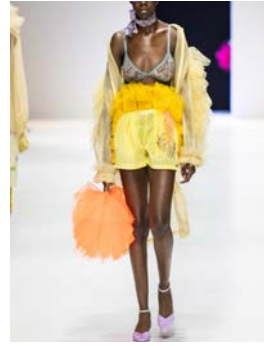
- Launch 2025 Face of Fashion
- Launch 2025 Mr Price New Talent Search

COMPETITIONS

SA Fashion Week uses competitions strategically to stimulate the industry. The discovery of new talents creates media interest and offers retailers fresh sources of supply. Healthy peer competition raises the bar on excellence for all. Equally a sustainable fashion ethos can be inculcated at the grassroots level by introducing criteria such as responsible sourcing and timeless design.

COMPETITIONS

- MR PRICE NEW TALENT SEARCH
- MR PRICE SCOUTING MENSWEAR COMPETITION
- STUDENT COMPETITION



MR PRICE NEW TALENT SEARCH

Mr Price New Talent Search

The Mr Price New Talent Search is a much-anticipated highlight on the annual fashion calendar with many industry success stories such as Lukhanyo Mdingi, MMuso Maxwell, Jacques Bam, Fikile Sokhulu, Artclub and Friends, Siphon Mbuto, Scene.24, Arto Eksteen and Munkus launched here.

Competing for a cash prize of R50,000.00 from Mr Price, a ramp show at the SA Fashion Week AW24 Collections as well as a stand respectively at the AW24 Trade Show and Designer PopUp. Entrants were required to deliver sustainable fashion as well as exceptional print-making skills.

The 2023 winner, **Cyla Gonsolves**, was announced during the SS23 Collections. The other finalists were:

- Artae
- E_Mania
- Juanie
- Lwavant-garde
- Messersbasswood
- Oyama Gonintebe
- Silka
- Silver Magpie

The competition is open to South African womenswear designers with either their own store or one retail stockist who has been in business for less than a decade.

A judging panel convened by Mr Price selected the finalists based on their execution of the brief, design talent, and commercial acumen.

The 2023 challenge was to create a distinctive identity with the application of print motifs, incorporating the following principles:

- Usage of low environmental impact fabrication
- Usage of natural linen, cotton, and sustainably sourced fabrication
- No usage of leather or fur
- Print coverage on at least 50% of the design
- Zero-waste cutting such as draping and knitting
- Inclusion of care instructions to extend garment longevity
- Timeless and trans-seasonal design



MR PRICE SCOUTING MENSWEAR COMPETITION

Mr Price Scouting Menswear Competition

The Mr Price Scouting Menswear Competition has launched the careers of emerging menswear designers since 2012.

This year's winner was Cape Town-based Sinchui, who received an R50,000.00 cash prize from Mr Price, a ramp show at the SA Fashion Week AW24 Collections, and a stand respectively at the 2024 Trade Show and PopUp Shop.

The 2023 brief required designers to use a hundred percent textile 'waste' such as textile swatches, end-of-rolls, or damaged textiles, as well as unsold or second-hand clothing. They were also required to demonstrate sustainable fashion production principles such as circular lifecycle usage.

The other finalists were:

- African Renaissance Designs
- Bash Studios
- Czene.24
- D'Kock
- Nhlanhla Masemola
- Toro-Meraki
- Watermelon

'Mr Price is a long-standing champion of discovering and supporting local designers through our partnership with Elle Rising Star, and most recently, our Creative Collabs Design competition series. As two industry players driven by our love for fashion, we are excited to partner with SA Fashion Week and to provide more opportunities for South Africa's next generation of designers and a platform to amplify their talent.' **Donovan Baney**, Managing Director of Mr Price.



STUDENT COMPETITION

Student Competition

The future of fashion starts on the fashion training campus. Competitions allow fledgling designers the challenges of extracurricular conceptualisation and problem-solving and to excel outside of the campus environment. It serves as a reality check to gain insights from related disciplines and rub shoulders with the fashion industry at large.

The annual SA Fashion Week Student Competition is a collaboration with 32 institutions around the country. Final year students are required to demonstrate originality, creativity, and the practical application of sustainability principles.

Previous winners such as the 2018 winner, Jacques Bam, have benefitted enormously from the all-round exposure and visibility generated. Bam, for example, went on to win the Mr Price New Talent Competition in 2019, participated in the Milan Fashion Week as part of the Fashion Bridges Programme and scooped a three-month online training course with Balenciaga.

Participants this year were required to use cotton calico fabric 'to express, shape, reshape, create and recreate to alter, and present, an interpretation of the New and Now in Fashion.'

The 2023 winner was **Sam Bobo** of the Elizabeth Galloway Design School in Stellenbosch

The finalists were:

- Sizile Mkhize Ubuhle Bendalo - Durban University of Technology
- Kwanda Ncane – Durban University of Technology
- Thandeka Madikizela – Durban University of Technology
- Mpilwenhle Sibisi – Durban University of Technology
- Nondumiso Ndwandwe Xela – College of Design, Mbombela
- Erna De Villiers – Stadio, Johannesburg
- Tadiwanashe Kaparipari – Stadio, Johannesburg
- Mhelengi Nhlela – Fezile Fashion Skills Academy, Durban
- Nompumelelo Letebele – Fezile Fashion Skills Academy, Durban



Education

National and International Designer Workshop in collaboration with the Department of Sport, Arts and Culture (DSAC).

Two-day workshop at the Mesh Club in Johannesburg
Local and international buyers selected the following fifteen designers to participate:

- Belhauzen
- Cayla Consolves
- Fabrice Moyo
- Fikile Sokhulu
- Gugu Peteni
- Hangwani Nengovhela
- Helen Melon
- Jacques Bam
- Lezanne Viviers
- Michael Ludwig
- Musa Wenkosi
- Nicky Madie
- Thando Ntuli
- Tshepo Mafokwane
- Vanya and Thando Mangaliso

Six local speakers delivered talks as follow:

Bonolo Molene

- How to define a brand and unique selling proposition for local and international markets
- How to identify immediate competitors and modify one's product mix and unique selling proposition

Rendani Monenzhe

- Exportreadiness

Marinda Laknati

- What to expect from selling through an agent
- Supplying a high-end store

Rose Blatch

- Craft and Design Ayanda Bala Nyamimba
- Export readiness

Sandy Rogers

- Manufacturing
- How to prepare a proposal using Excel spreadsheets
- How to re-invent branding



EDUCATION

Images: Munkus SS23, The Bam Collective SS23, Black Coffee SS23, Rubicon SS23

- How to prepare a Look Book - David West
- How to identify stores locally and internationally
- How to graft a sales pitch to buyers/agents based on an understanding of the brand mix of one's target stores

Five international speakers delivered talks as follows:

- Eddie Marquez and Albertus Swanepoel addressed the American Market. Sennait Gherbreab addressed the London and Milan Markets.
- Massimo Casagrande addressed the Paris and European Markets. Margux Bagur addressed the Middle East and American Markets. Benjamin Frochewajg addressed photography and social media.
- Five international agents and several local buyers attended the workshop.



WHOLESALE, RETAIL & TRADE SHOW

Education

- SA Fashion Week is the designer community's premier B2B marketing body for wholesale and retail distribution. An estimated 760 designer labels have reached the market through participation in: The SA Fashion Week Collections
- The SA Fashion Week Trade Shows
- The SA Fashion Week PopUp Shops

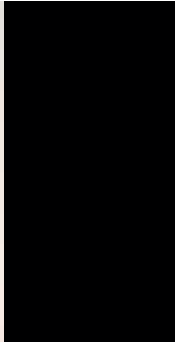
Sixty-five designers launched their collections to influential local and global media and retail audiences at SA Fashion Week in 2023.

The SA Fashion Week Trade Show/Showroom

SA Fashion Week hosted a two-day Trade Show/Showroom at the Leonardo Hotel in Johannesburg on 22 and 23 October 2023 where designers were introduced to local and international agents and retailers, as well as the media.

Designers who exhibited were:

- Fikile Sokhulu
- Michael Ludwig
- Helen Melon
- Belhauzen
- Vanya and Thando Mangaliso
- Lexanne Viviers
- Tshepo Mafokwane
- Thando Ntuli
- Fabrice Moyo
- Hangwani Nengovhela
- Jacques Bam
- Gugu Peteni
- Nicky Madie
- Musa Wenkosi
- Cayla Consolves
- Refuse Clothing Brand
- Robyn Agulhas
- Calvin Lunga Cebekhulu.
- Hlulani Lucius Sithole
- Itumeleng Ramakau
- Nhlanhla Masemola
- Siphela Ntombela



Website: www.safashionweek.co.za

Instagram: @safashionweek

#SouthAfricanFashionWeek

#SouthAfricanFashionWeekMen

#SouthAfricanFashionWeekWomen

#SouthAfricanFashionWeekNewTalentSearch

#SouthAfricanFashionWeekStudentCompetition

#SouthAfricanFashionWeekTradeShow



GROWTH & DEVELOPMENT

Images: Viviers SS23, Black Coffee AW24, Leon von Sloms AW24, Helon Melon SS23

Facts and Figures 2023

SAFW social media facts from Novus Media Monitoring Group for one season measured over two seasons.

Spring Summer 23 Collections

1 March - 25 May 2023, advertising value generated – R54.42 million
33 South African trans seasonal collections launched.

Autumn Winter 24 Collections

1 Sept - 25 Nov 2023, advertising value generated – R31.08 million
30 South African trans seasonal collections



Images: Oyama Gonintebe SS23, Musawenkosi AW24, Viviers SS23

TWITTER

Followers 478,980

3 Months Impressions 136,963

3 Months Engagement 3,156

3 Months New Followers 10,097

INSTAGRAM

Followers 92,108

3 Months Impressions 1,238,083

3 Months Engagement 55,388

3 Months New Followers 2,599

FACEBOOK

Followers 42,721

3 Months Impressions 485,281

3 Months Engagement 30,357

3 Months New Followers 1,369

LINKEDIN

Followers 4,429

3 Months Impressions 3,858

3 Months Engagement 216

3 Months New Followers 54

TIKTOK

Followers: 2,128

Likes: 1,120

YOUTUBE

Subscribers 2,120

TOTAL

Following **622,486**

3 Months Impressions **1,864,185**

3 Months Engagement **89,117**

3 Months New Followers **14,119**

DIGITAL FOOTPRINT

DEDICATED NEWSLETTER

E-newsletters and Snaps are sent out up to 35 times per annum; weekly as soon as the SA Fashion Week programs are released; 'Daily highlights' newsletters are sent each day of SAFW reporting on the shows and sponsor activations.

SAFW email database: 15 574

ONLINE PLATFORMS

- Twitter
- Instagram
- LinkedIn
- Facebook
- SAFW Blog
- Mailchimp
- TikTok
- Snapchat – hosting stories
- YouTube
- Blog
- Sprout Social

"The physiological and psychological need for fashion is critical as it underpins well-being and self-fulfilment, drives confidence or status, and facilitates our ability to fit into cultures and society." **Jackie Lewis**, Course Development Director Motif



NEW TALENT SEARCH DESIGNERS

| | |
|------|---|
| 1998 | Caroline Marshal, Claire O'Keef, Clinton Lotter , Jacques van der Watt, Nicola Dexter, Ruthi Orlin, Terrence Bray, Vicky Leach, Willy Ndatira and Yac Kimmie |
| 1999 | Anienke van der Walt, Anna-Mari Claasen , Bonga Bengu, Brett Goldman, Buyani Khoza, Colleen Dubane, Hayley Rasool, Irene Katsiros, Jaqui Pertridge, Lialize Besuidenhout |
| 2000 | Lorena Bradley, Maya Prass, Sam Bulgin, Scela Ntshalinshali and Thabani Mavundla, Clinton Naidoo, Jacques le Grange, Maphiwe Mzolo, Mumtaz Rosoo, Nicola Freinkel, Petra Leranja, Reno Steenkamp, Sonja Niewoudt and William Ntamo |
| 2001 | Craig Fraser, Dominique Gatland, Geraldine, Marique Yssel , Mikateko Mhlanga, Nina Penberthy, Nirma Milkmaid, Roman Handt, Shireen Peer, Smilford Marapo and Sozon Grey |
| 2002 | Dumisani Matsha, Kobie van der Westhuizen , Mikateko Mhlanga, Natalie Callis, Nelson Pillay, Richard de Jager, Sbo Shonge and Zanele Msele |
| 2003 | Annelize Neuhoff, David Tlale , Dumisane Matshatshe, Ella Butler, Esme Vivier, Maud Mbowane, Michelle Dritz, Palesa Tshukudu, Refiloe Tsotetsi, Rozanne Whyte and Wame Ledimo |
| 2004 | Athi Patra Ruga, Frances Andrew , Kathrin Kidger, Lisa Jaffe, Palesa Tshukudu, Patience Mashaba, Stephen Quatember and Upakile |
| 2005 | Athi Patra Ruga, Hestie Roodt, Justine Peel & Bree Morrison, Katherine Mortner , Nomalanga Nyanda, Patricia Carlabalera, Rozanne Whyte, Sfiso Mthethwa, Tiaan Nagel, Victoria Boucher and Frances Andrew |
| 2006 | Earthquake, Estan, Katherine Mortner, Malika Hajee, Mzimo, Nicola Stevenson, Rozanne Immerman, Story, Tony Mestre and Zealous |
| 2007 | Carina Louw, Joline Graham, Kat Kgare, Luke Radloff, Siphakeme Ndlovu, Tiaan Nagel and Tony Mestre |
| 2008 | Anisa Mpungwe , Khumo Moshimane, Marize Malan, Robyn de Klerk, Stephan Marin and Tanya Demby |
| 2009 | Celeste Lee Arendse, Elme Bekker, Janica Gubula, Liza Benson, Marize Malan , Megan Perks and Naomi Matlhamme |
| 2010 | Cleo Droomer , Elme Bekker, Kutloano Molokomme, Oriel Barnard, Laila Baderoon, Este van der Merwe, Ntokozo Kunene and Marize Malan |
| 2011 | Anneke Koster, Charl Janse van Rensburg, Danielle Hartman, Kelly Esterhuyse, Khumo Manota, Kutloano Molokomme, Lameez Claasen , Samantha Constable and Cleo Droomer |
| 2012 | Lameez Claasen, Claire MacKenzie, Katherine Esterhuyse, OO ilu, Ludwig Bezuidenhout, Samantha Constable , Tzvi & Ramon and Fashion Diary |
| 2013 | Anmari Honiball, Cutterier by Laz Yoni , ERRE, Mej, Lues by Hanrie Lues and Take Care |
| 2014 | Angelo Sebastian, Revelation Fashion, Ohi Deer, Jenevieve Lyons and Wake |
| 2015 | WITH by Dean Charles Hauptfleisch , Somerset Jane by Melissa Jane Somerset, GreerKYLE by Greer Kyle Dennison, IAMONE by Farah Wallet, Mod-ish by Wardah Safi |

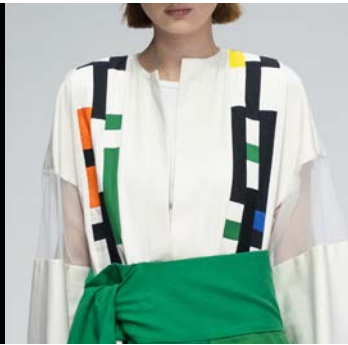


NEW TALENT SEARCH TIMELINE

Images: Ephemol AW24, Fikile Sokhulu AW24, Munkus AW24, Oyama Gonintebe AW24

NEW TALENT SEARCH DESIGNERS

| | |
|------|---|
| 2016 | Etsa, Mieke, Herritual, NuIBase, Sheila-Madge, Siyathokoza, Lumin |
| 2017 | AGEO by Arnold Phasha, Mmusomaxwell , Danielle Frylinck Design, Liu Liu, Turner Studio, Kenste Masilo |
| 2018 | Afrogrunge, Cindy Mfabe , Fikile Zamagcino Sokhulu, No Shade, Birth, Ode, Artclub & Friends, Outerwear |
| 2019 | Cindy Mfabe, Mas'ooda, Baie Abayas, Lucent , The Breed, Armor Designs, Loice, The Bam Collective |
| 2021 | Fikile Zamagcino Sokhulu, Artho Eksteen , Michael Ludwig Studio, Mc Alpine, Saint Vuyo, Siphso Mbuto |
| 2022 | Sixxó, Mekay designs, Scene.24, Gjenelo Couture, Munkus , Ipikoko |
| 2023 | Cyla Gonsolves , Artae, E_Mania, Juanie, Iwavant-garde, Messersbasswood, Oyama Gonintebe, Silka, Silver Maggie |



Images: The Bam Collective AW24, Black Coffee AW24, Leon Von Sloms AW24

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
WYLYDE OSCAR

1998

ANDRE CROUCAMP
CATHRINE MOORE
CLIVE
ELZBIETA ROZENWORTH
FRANCOIS VEDEMME
GIDEON
GAVIN RAJAH
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 IOTTER
CLIVE
CRAIG NATIVE
DAVID WEST
DEPATRI
ERROL ARRENDZ
GAVIN RAJAH
INEELENG
JAMES MOULDER
JULIAN
KAREN MONK KLEINSTR
MARIANNE FASSLER
MARION & LINDIE
ROW-G
SISTER BUCKS
SUSAN HANSEN
TERRENCE BRAY
WONDER BOY

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
LIALIZE BEZ
MAYA PRASS
ROW-G
SUSAN HANSEN
WONDER BOY

2001

ABIGAIL BETZ
ANDRE CROUCAMP
BLACK COFFEE
BONGA BENGU
BRITT CORMACK
CHELLELOVATT
CLINTON NAIDOO
CLIVE
COLLEEN DUBANE
COPPELIA
CRAIG NATIVE
DANIEL LE ROUX
DAVID WEST
GIDEON
HELENE BULL
ICUBA
IRENE KOTSIROS
LIALIZE BEZ
LOTTO RAMOSITU
MALCOLM KLUK
MARIANNE FASSLER
MAYA PRASS
ROW-G
RUFF TUNG
STONED CHERRIE
STRANGELOVE
TERRENCE BRAY
ZANELE MSELE

2002

AMANDA LAIRD CHERRY
BLACK COFFEE
BOMBSHELL
BONGIWE WALAZA
CADUCCI
CLIVE
COLLEEN EITZEN
CRAIG NATIVE
DAMAT & TWEEN
DARKIE
DAVID WEST
DM
EPHYMOL
GENETIX
GIDEON
HIP HOP
ICUBA
ISSUES
KAREN MONK KLEINSTR
KOKETSO
LESEGO MALATSI
LIFE
LOXION KUICA
LUNAR
MALCOLM KLUK
MARION & LINDIE
MARIQUE YSSEL
MAYA PRASS
NIRMA MILKMAID
PAUL MUNROE
PIERRE DU PLESSIS
POLO
RIFTORN
RUBY
RUFF TUNG
SUSAN HANSEN
STONED CHERRIE
STRANGELOVE
SUN GODDESS
TERRENCE BRAY
THOMAS RED
THULARE MONARENG
X&O

DESIGNER TIMELINE

2003

2ME
 AMANDA LAIRD CHERRY
 BLACK COFFEE
 BLOND
 C2
 CARDUCCI
 CLIVE
 COLLEEN EITZEN
 CRAIG FRASER
 DARKOVA
 DARKIE
 EPHYMOL
 ERBON DESIGNS
 FRANK OSHODI
 GADOLTON
 GERMAINE MYBURGH
 GODDESS FACTOR
 HENI ESTERHUIZEN
 HERMAN BOTHA
 HIP HOP
 ICUBA
 ISSUES
 JIMI DELAIA
 KIKIROMEO
 KUTALA VANQA
 LIFE
 LOXION KULCA
 MAYA PRASS
 NELSON PILLAY
 PUMLA JOY
 REGISTER 7
 REMI OSHOLAKE
 RUBY
 RUFF TUNG
 RUTH VESTES
 SHAMIM AMRA
 STONED CHERRIE
 SUN GODDESS
 THE HOLMES BROTHERS
 VINO
 VUKANI CREATIONS

2004

AMANDA LAIRD CHERRY
 BLACK COFFEE
 BONGIWE WALAZA
 CLIVE RUNDLE
 COLLEEN EITZEN
 CRAIG NATIVE
 DARKIE
 DAVID TLALE
 DUST
 ELLA BUTER
 EPHYMOL
 FRANZ GRABE
 GERMAINE MYBURGH
 GETTO STAR
 GODDESS FACTOR
 JENNA ENGELDOE
 JULIAN
 KAREN MONK KLIJNSTRA
 LEIGH SCHUBERT
 LIFE
 LISOF
 MAYA PRASS
 PALESA MOKUBUNG
 PAUL MUNROE
 PHYCHIC
 PULSATE
 REGISTER 7
 RUBY
 RUFF TUNG
 STONED CHERRIE
 TASLEEN BULBULIA
 THE HOLMES BROTHERS
 VINO
 WARPED
 WILLIAM NDATIRA

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
 EPHRAIM MOLINGOANA
 GERMAINE CHRISTOPHER
 GETTO STAR
 GODDESS FACTOR
 HAYLEY GODFREY
 HECTOR PIETERSON
 HOLMES BROTHERS
 INNOCENTIA MBELE
 JEFF MOKHELE
 JJ SCHOEMAN
 JUDY BAATJIES
 KGOTSO MABA
 KHUTALA VANQA
 KLEYNHANS
 LERATO PHILE
 LESEGO PEEGA
 MACHERE POOE
 MALIKAH HAJEE
 MARLE DROTSKY
 MAVIS NTHO
 MICKAEL KRA
 NONKULULEKO ZONDO
 PHENOMENON
 RUBICON
 STEPH G
 STEPHAN MARTIN
 TARRYN DE MINK
 THULA SINDI
 TUMELO PHATSHWANE
 ZIMASA NYAKA
 ZODWA

2006

ABIGAIL BETZ
 AMANDA LAIRD CHERRY
 BLASOEN
 BONGIWE WALAZA
 CARLA CABELLERO
 CLIVE RUNDLE
 COLLEEN EITZEN
 COPPELIA
 CRAIG PORT
 EPHYMOL
 FRANK
 FRANZ GRABE
 GLORI
 HOUSE OF OLE
 I LOVE LEROY
 JJ SCHOEMAN
 JULIAN COUTURE
 ILGC
 LOXION 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 EITZEN
 CRAIG NATIVE
 DE MIL
 DM CLASSICS
 DUST
 EPHYMOL
 GLORI
 GUILLLOTINE
 HERMANA RUSH
 I LOVE LEROY
 INCUBATOR BY LISOF
 IRMGARD MKHABELA
 JJ SCHOEMAN
 LEO MASHILE
 LUNAR
 MASEKELA
 MANTSHO
 MARION & LINDIE
 MISS SCARLET
 MON MOIR
 POETRY MUSUEM
 PSYCHIC
 ROBIN LIDSKY
 ROGER SAINT
 RUBICON
 SHUKKRIE JOEL
 SOUL SPICE
 STEPH G
 STORY
 SUPERELLA
 TERRENCE BRAY
 TIDO
 THE HOLMES BROTHERS
 TWO
 ZEALOUS
 ZULOE



2008

ABIGAIL BETZ
AMANDA LAIRD CHERRY
AUBREY RAMATLA
BLACK COFFEE
CLIVE RUNDLE
DE MIL
DIAMONDFACE COUTURE
EARTHQUAKE
EPHYMOL
FRANZ GRABE
GUILLLOTINE
HERMANA RUSH
HOUSE OF BUNOR
HOUSE OF JOLA
HOUSE OF OLE
I LOVE LEROY
IRMGARD MAKHABELA
JULIAN
KLUK CGDT
LEBOMASH
LISO F
LUNAR
MANTSHO
MISS SCARLET
MOTHER AFRICA
NARAINSAMY
NN VINTAGE
REMI LAGOS
RIKAY CREATIONS
RUBICON
RUBY
SODA
STONED CHERRIE
STORY
STRANGELOVE
TANDO ZAMXAKA
TERRENCE BRAY
THUNDERSTORM
TIAAN NAGEL
TWO
VUT
ZULOE

2009

ABIGAIL BETZ
AMANDA LAIRD CHERRY
AMBER JONES
ANISA MPUNGWE
BLACK COFFEE
BLASOEN
BLUE ZOO
CHRISTOPHER STRONG
CLIVE RUNDLE
COLLEEN EITZEN
COPPELIA
DAVID WEST
DE MIL
DIAMONDFACE COUTURE
EARTHQUAKE
EPHYMOL
FRANCOIS VEDEMME
GIDEON
GUGULAM
HERMANNA RUSH
HOUSE OF BUNOR
HOUSE OF NEON
HOUSE OF OLE
I LOVE LEROY
IRENE MAKHAVHU DESIGNS
IZZIM CLOTHING
KHUMOMOSHIMANE
LEBOMASH
LISO F FOR SOVIET
LOXION KULCA
LUNAR

MARIZE MALAN
MANTSHO
MISS SCARLET
MOTHER AFRICA
NARAINSAMY
NN VINTAGE
REMI LAGOS
RIKAY CREATIONS
ROBYN DE KLERK
RUBICON
RUBY
SIESIISABELLE
SODA
SOUL CHILD
SPYRAL
STEPHEN QUATEMBER
STONED CHERRIE
STORY
STRANGELOVE
SUPERELLA
TANDOZAMXAKA
TANYA DEMBY
TERRENCE BRAY
THUNDERSTORM
TIAAN NAGEL
TWO
VUT
VINO

2010

AMANDA LAIRD CHERRY
BIANCA WARREM
BLACK COFFEE
CHIMERA
CHRISTOPHER STRONG
CLEO DROOMER
CLIVE RUNDLE
COLLEEN EITZEN
CRISTINA NITOP
DFC
DM CLASSICS
ELME BEKKER
EPHYMOL
ESTE VAN DER MERWE
FUNDUDZI BY CRAIG JACOBS
GERT-JOHAN COETZEE
GUILLLOTINE
GUGULAM
HERMANNA RUSH
HOUSE OF OLE
I LOVE JOZI
HANRIE LUES
JANINE DOLLERY
KAREN MONK KLIJNSTR
KICO
KOTTIN & TWILLE
KOTLOANO
MOLOKOMME
LAILABADEROOM
LEBO MASH
LOXION KULCA
LUNAR
MAD MADE
MANTSHO
MARIZE MALAN
MARKIATO
MIX & MATCH

NABEELA
NAKED APE
NON EUROPEAN
NTOKOZO KUNENE
ORIEL BARNARD
RACHEL DE MARDT
RUBICON
RUBY
SBU MSIMANG
SIESIISABELLE
SILVERSPOON
SOBER
SODA
STONED CHERRIE
SUPERELLA
SYLVESTER FALATA
TERRENCE BRAY
TIAAN NAGEL
THUNDERSTORM
URBAN GODDESS
TWO
VESSELINA PENTCHEVA

2011

AMANDA LAIRD CHERRY
BLACK COFFEE
CHRISTOPHER STRONG
CLIVE RUNDLE
COLLEEN EITZEN
CRISTINA NITOP
DFC
ELME BEKKER
EPHYMOL
FUNDUDZI BY CRAIG JACOBS
GERT-JOHAN COETZEE
GUGULAM
HOIDEN
JOEL JANSE VAN VUUREN
KOTTIN & TWILLE
LEIGH SCHUBERT
LOXION KULCA
LUNAR
MABU
MANTSHO
MERTQUES
NAKED APE
OO ILU
PALSE HOMME
RACHEL DE MARDT
REGGIESTAR
REMI LAGOS
RUBICON
RUBY
SIESIISABELLE
SILVERSPOON
SMARTEEZ
SOBER
SUPERELLA
SUZAAN HEYS
TERRENCE BRAY
TIAAN NAGEL
THUNDERSTORM
URBAN GODDESS
VESSELINA PENTCHEVA
WOW BAG



DESIGNER TIMELINE

Images: Musawenkosi AW24, Michael Ludwig AW24, Fikile Sokhulu AW24, Black Coffee AW24

2012

AMANDA LAIRD CHERRY
 BIANCA WARREN
 BIRCH & ELM
 BLACK COFFEE
 CLIVE RUNDLE
 COLLEEN EITZEN
 CUTTERIER BY LAZ YANI
 DIAMONDFACE COUTURE
 EB & AM
 EPHYMOL
 ESKADO BIRD
 FRANCOIS VEDEMME
 FUNDUDZI BY CRAIG JACOBS
 GAVIN RAJAH
 GERT-JOHAN COETZEE
 GIDEON
 GUILLOTINE
 HANRIE LUES
 HERMANNA RUSH
 HOUSE OF OLE
 JAMILLA VERA SWAI
 JOEL JANSE VAN VUUREN
 KAREN MONK KLIJNSTRA
 KATHRIN KIDGER
 KOTTIN & TWILLE
 LIZ OGUMBO
 LYRIC
 MANTSHO
 MISSHAPE
 MIZANTSI
 NAKED APE
 NARAINSAMY
 PALSE HOMME
 RACHEL DE MARDT
 ROMAN HANDT
 RUBICON
 SIESISABELLE
 SKORZCH
 STONED CHERRY
 SUPERELLA
 TERRENCE BRAY
 TIAAN NAGEL
 TOW
 URBAN GODDESS
 VESSELINA PENTCHEVA
 WOW BAG

2013

ALBERTUS SWANEPOEL
 AMANDA LAIRD CHERRY
 ANMARI HONIBALL
 BIANCA WARREN
 BLACK COFFEE
 BLAKLISTED
 CASEY JEANNE
 CLIVE RUNDLE
 COLLEEN EITZEN
 CUTTERIER BY LAZ YANI
 DU SUD
 ERROL ARRENDZ
 ERRE
 EPHYMOL
 FUNDUDZI BY CRAIG JACOBS
 GERT-JOHAN COETZEE
 HAROUN HANSROT
 JACQUI EMMANUEL
 JOEL JANSE VAN VUUREN
 JUST
 KOTTIN & TWILLE
 KUIJULA C MITAMBO
 LARISA TERBLANCHE
 LUDWIG BAUSCH
 LUNAR
 LOXION KULCA
 MISSHAPE
 MEJ. LUES BY HANRIE LUES
 MUNTSHO BY LEON VON SOLMS
 NAKED APE
 NARAINSAMY
 PALSE HOMME
 ROMAN HANDT
 RUBICON
 SAMANTHA CONSTABLE
 SIESISABELLE
 SKORZCH
 SOBER
 STONED CHERRY
 SUZAAN HEYNS
 TERRENCE BRAY
 TIAAN NAGEL
 TWO
 VESSELINA PENTCHEVA
 YADAH EXCLUSIVE DESIGN

2014

ALBERTUS SWANEPOEL
 AMANDA LAIRD CHERRY
 AMANDA MAY
 AMOS TRANQUE
 ANGELO SEBASTIAN
 ANMARI HONIBALL
 ANNEEN HENZE
 BEWARE THE WOLF IN SHEEP'S
 CLOTHING
 BLACK COFFEE
 CASEY JEANNE
 CHARTHU BY MIKE NARRAINSAMY
 CLAIRE MACKENZIE
 CLIVE RUNDLE
 CLOCHE
 COLLEEN EITZEN
 CUTTERIER BY LAZ YANI
 ELLI-NICOLE
 EPHYMOL
 ERRE
 FUNDUDZI BY CRAIG JACOBS
 GERT-JOHAN COETZEE
 HOUSE OF OLE
 ILAN
 JENEVIEVE LYONS
 JOEL JANSE VAN VUUREN
 KAT VAN DUJINEN
 KEYS FASHION
 KIM GUSH
 KOTTIN & TWILLE
 LARISA MODA
 LEIGH SCHUBERT
 LOXION KULCA
 LUNAR
 M45
 MANTSHO BY PALESA MOKUBONG
 MATTE NOLIM
 MEISTRE HOUSE OF DESIGN
 MEJ. LUES
 MIRI FASHION
 NAKED APE BY SHALDON KOPMAN
 OHI DEER
 FALSE
 PLUMBUM ENGINEERED
 REVELATION FASHION
 ROMAN HANDT
 RUBICON
 SFISO SABELO
 SIESI ISABELLE
 SOBER
 TERRENCE BRAY
 TOUCH OF BLING
 VINO
 WAKE
 YADAH EXCLUSIVE DESIGNS

2015

ADAM & EVE
 AFRIKANSWISS
 AGEO
 AMANDA LAIRD CHERRY
 AMOS TRANQUE
 B.ZAR
 BLACK COFFEE
 BLUECOLLAR WHITECOLLAR
 BODHISATTVA
 CHARTHU BY MIKE NARRAINSAMY
 CLIVE RUNDLE
 COLLEEN EITZEN
 DEMOCRACY OF DENIM
 DOPE COUPE
 DUKE
 EPHYMOL
 ERRE
 ESNOKO
 FUNDUDZI BY CRAIG JACOBS
 GERT-JOHAN COETZEE
 GREERKYLE
 HANNAH COLLECTION
 HOMBRE
 HOUSE OF ALFALFA
 HOUSE OF OLE
 IAMIONE
 ILAN
 INFLUENCED
 ISABEL DE VILLIERS
 JJ SCHOEMAN
 KAMANGA WEAR
 KEYS FASHION
 LALESSO
 LIFE BY ANDRE MARTIN
 LUNAR
 M45
 MANTSHO BY PALESA MOKU-
 BONG
 MATTE NOLIM

MEISTRE HOUSE OF DESIGN
 MICHELLE LUDEK
 MOD-ISH
 NICOL HOYER DESIGNS
 NON- EUROPEAN
 OLOWSDOTTER
 PLUMBUM ENGINEERED
 RALFE
 RICH COUTURE
 RIP 'N SEW
 ROGUEWEAR
 ROMAN HANDT
 RUBICON
 RUMBIE BY RUMBIE
 SHIRT & CO
 SIESISABELLE
 SOBER
 SOMERSET JANE
 SUN GODDESS
 GERT-JOHAN COETZEE
 TOUCH OF BLING
 URBAN ZULU
 WAKE
 WITH
 YADAH EXCLUSIVE DESIGNS



2016

SAFW WOMEN
AFRICAN STYLE STORY
ANMARI HONIBALL
ATELIER DAJEE
BLACK COFFEE
BY DS
CLIVE RUNDLE
COLLEEN EITZEN
ERRE
ETSA
GERT-JOHAN COETZEE
GREER KYLE
GUILLOTINE
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
SIESI ISABELLE
SIYATHOKOZA
SOBER
SOMERSET JANE
SUN GODDESS
T'NICHE
VINTAGE ZIONIST
WITH
YADAH EXCLUSIVE DESIGNS
SAFW MEN
AFRIKANSWISS
D.O.P.E
EPHYMOL

ESNOKO
FLOYD AVENUE
HOMBRE
HOUSE OF OLE
HOUSE OF ST LUKE
LEAF LETIHARE
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
AKJP
ANGELA DEMONTIGNY
ANMARI 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
JANNINE TURNER
JESSICA SHUTTLEWORTH
JJ SCHOEMAN
JUDITH ATELIER
KENTSE MASILO
KEYS FASHION
LALESSO
LEANDI MULDER
LIU LIU
LIZ OGUMBO
LOAYO ART & CREATIONS
LUMIN
MANTSHO BY PALESA
MOKUBUNG
MMUSOMAXWELL
NISHTHI SEWNATH
NIVADNI SEWNATH
PICHULIK
RI.CH FACTORY
SAFW MEN
AFRIKANSWISS
BAYANDA KHATHINI
BEWARE THE WOLF IN SHEEP'S CLOTHING

BI PAREL
DE MIL
DOPE STORE
ELLEN MADIE
EPHYMOL
FLOYD AVENUE
HOUSE OF SAINT LUKE
LEAF LETIHARE
LUKHANYO 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
VINTAGE ZIONIST
YOUNG + LAZY
YUNG BLOOD APPAREL

ZAMASWAZI
RICH MNISI
RUBICON
SELF
SHEILA-MADGE DESIGN
SIESI ISABELLE
SIMONE BUE
SINDISO KHUMALO
SISIANO
SOBER
SOMERSET JANE
STITCH AND STEEL
SUMMERHEART
SUN GODDESS
T'NICHE
THE HIVE
THE HOUSE OF DIVA
THEBE MAGUGU
TIDE LOUW
YANELA MTOLO

2018

AFRICAN STYLE STORY
AFROGRUNGE
AMANDA LAIRD CHERRY
ARTCLUB & FRIENDS
BAYANDA KHATHINI
BEACHCULT
BI PAREL
BIRTH
BLACK COFFEE
CINDY MFABE
CLIVE
DANIELLE FRYLINCK
DE MIL
DOPE
DUT: RISE OF THE OXX
ELLEN MADIE
EPHYMOL
ERRE
ESNOKO
FIKILE SOHULU
FIVE8THS
GERT-JOHAN COETZEE
GUILLOTINE
HELEN ASRAT DESIGN
HELON MELON
HSE OF BESPOKE BY
WASEEFA HUTTON
INGA ATELIER
ISABEL DE VILLIERS
JUDITH ATELIER
KEYS FASHION
KLIPA
KUMKANI BESPOKE
LALESSO
LOAYO ART AND CREATIONS
LUNAR

MANTSHO BY PALESA
MOKUBUNG
MBUTHO SIPHO
MMUSOMAXWELL
NO SHADE
NOTE CLOTHING
NTANDO XV
ODE
ORIGINALLY KASIFIED CLOTHING
OTIZ SEFLO
OUTERWEAR
PALSE
RALFE
RICH MNISI
RK MENSWEAR
ROQ MEN AFRICA
RUBICON
ERRE
SHAAZIA ADAM-
MOZAMBIQUE
SIESI ISABELLE
SINDISO KHUMALO
SIPHO MBUTO
SNAPS
SOBER
SUN GODDESS
T_NICHE
THE UNICONZ
THE WATERMELON SOCIAL CLUB
THEBE MAGUGU
TILLER
URBAN OUTLAW 69
VIRTUE S.A
WANDA LEPHOTO
ZAMASWAZI



DESIGNER TIMELINE

Images: Helon Melon AW24, Refuse Clothing Brand AW24, Silver Magpie AW24, Viviers AW24

2019

AFRICAN STYLE STORY
AFRIKANSWISS
AMANDA LAIRD CHERRY
ANYA LOUW
ARMOR DESIGNS
BAIE ABAYAS
BI PAREL
CINDY MFABE
CLIVE RUNDLE
DANIELLE FRYLINCK
DE MIL
EPHYMOL
ERRE
ESSIE
FEZOKHULE DIMBA
FLOYD AVENUE
FRANC ELIS
GERT JOHAN COETZEE
HELON MELON
HIENGIWE GUMEDE
HOMBRE
HOUSE OF OLE
ISABEL DE VILLIERS CLOTHING
JUDITH ATELIER
KATEKANI MOREKU
KEYS FASHION
KLIIPA
LO'ICE
LOXION KULCA
LUCENT
LUNAR
LUNGILE DLAMINI
MANTSHO
MAS'OODA
MMUSOMAXWELL
NASREEN PARUK
NTANDO XV
OTIZ SEFLO
REIGN
RESEARCH UNIT
RICHARD HOY
SELF
SIZWE MBOKAZI
SOBER
TABITHA STYLE
THABO MAKHETHA
THE BAM COLLECTIVE
THE BREED
THEBE MAGUGU
VICTORIA BOSHOFF
WANDA LEPHOTO
ZAZU

2020

ARTCLUB AND FRIENDS
BI PAREL
BOYDE
CHIEFS OF ANGELS
CINDY MFABE
EKTA
EPHYMOL
EZOKHETHO
FRANC ELIS
GERT JOHAN COETZEE
GUGU BY GUGU
HELON MELON
JUDITH ATELIER
LUCENT
LUKHANYO MDINGI
LUNAR
MAKLELE
MANTSHO
MMUSOMAXWELL
NAKED APE
NEO
RESEARCH UNIT
RUBICON
THABO KOPELE
THE BAM COLLECTIVE
XAVIER SADAN SOUTH AFRICA

2021

ADAM CHANCELLOR-MADDISON
ALESSIA DOVERO
AMANDA LAIRD CHERRY
ARTHO EKSTEEN
BLACK COFFEE
BOYDE
CHIEFS OF ANGELS
CLIVE RUNDLE
DOMENICO OREFICE
EPHYMOL
ERRE
EZOKHETHO
FIKILE ZAMAGCINO SOKHULU
FRANC ELIS
JUDITH ATELIER
JULIAN CERRO
LARA KLAWIKOWSKI
LARIA BELLOMO
LOXION KULCA
LUKHANYO MDINGI
MAKLELE
MANTSHO
MARQUIN SAMPSON
MC ALPINE
MICHAEL LUDWIG STUDIO
MMUSOMAXWELL
NEO
NTANDO XV
REFUSE CLOTHING BRAND
RICHARD HOY
ROMARIA
RUBICON
SAINT VUYO
SIPHO MBUTO
SOBER
THABO KOPELE
THE BAM COLLECTIVE
THE WATERMELON SOCIAL CLUB
THROWAWAY TWENTY
UMSWEKO
VANKLAN
XAVIER SADAN SOUTH AFRICA

2022

ABANTU
AMANDA LAIRD CHERRY
ARTCLUB AND FRIENDS
BELHAUZEN
BLACK COFFEE
CZENE 24
EPHYMOL
ERRE
ESSIE
FIKILE ZAMAGCINO SOKHULU
FOY BEAR
FRANC ELIS
GUGUBYGUGU
HELON MELON
IPANTSULA
LOXION KULCA
MAXHOSA
MICHAEL LUDWIG STUDIO
MUNKUS STUDIO
NTANDO XV
THE BAM COLLECTIVE
PLU X THE BREED
REBIRTH SA STUDIO
REFUSE CLOTHING
VANKLAN

2023

AFRICAN RENAISSANCE DESIGNS
ARTAE
BELHAUZEN
BLACK COFFEE
BOYDE
CYLA GONSOLVES
CZENE 24
D'KOCK
E_MANIA
ELWEN DESIGNS
EPHYMOL
ESSIE
FIKILE SOKHULU
FOYBEAR
FRANC ELIS
GUGUBUGUGU
HELON MELON
HLS
ISABEL DE VILLIERS
JUANIE
LEON VON SOLMS
LUNAR
MANTSHO
MESSRSBASSWOOD
MICHAEL LUDWIG STUDIO
MUNKUS
MUSAWENKOSI
NHLANIHLA MASEMOLA
NTANDO XV
OYAMA GONINTEBE
REFUSE CLOTHING BRAND
RESEARCH UNIT
RUBICON
SILKA
SILVER MAGPIE
SINCHUI
SIPHO MBUTO
SOBER
SUN GODDESS
THE BAM COLLECTIVE
THULA SINDI
THULA-TU
TORO-MERAKI
VIVIERS
VNTU
WATERMELON

”The mindset of buying clothes that will be thrown away after one season, must be replaced by buying what reflects your identity rather than a trend. Buying clothes should become a treasured and cared for investment that brings joy for many years.”



Image: Black Coffee AW24

info@safashionweek.co.za
221 Jan Smuts Avenue
Parktown North, 2193
Johannesburg, South Africa

www.safashionweek.co.za





www.safashionweek.co.za