

Serious talent at the Red Carpet Fashion Show

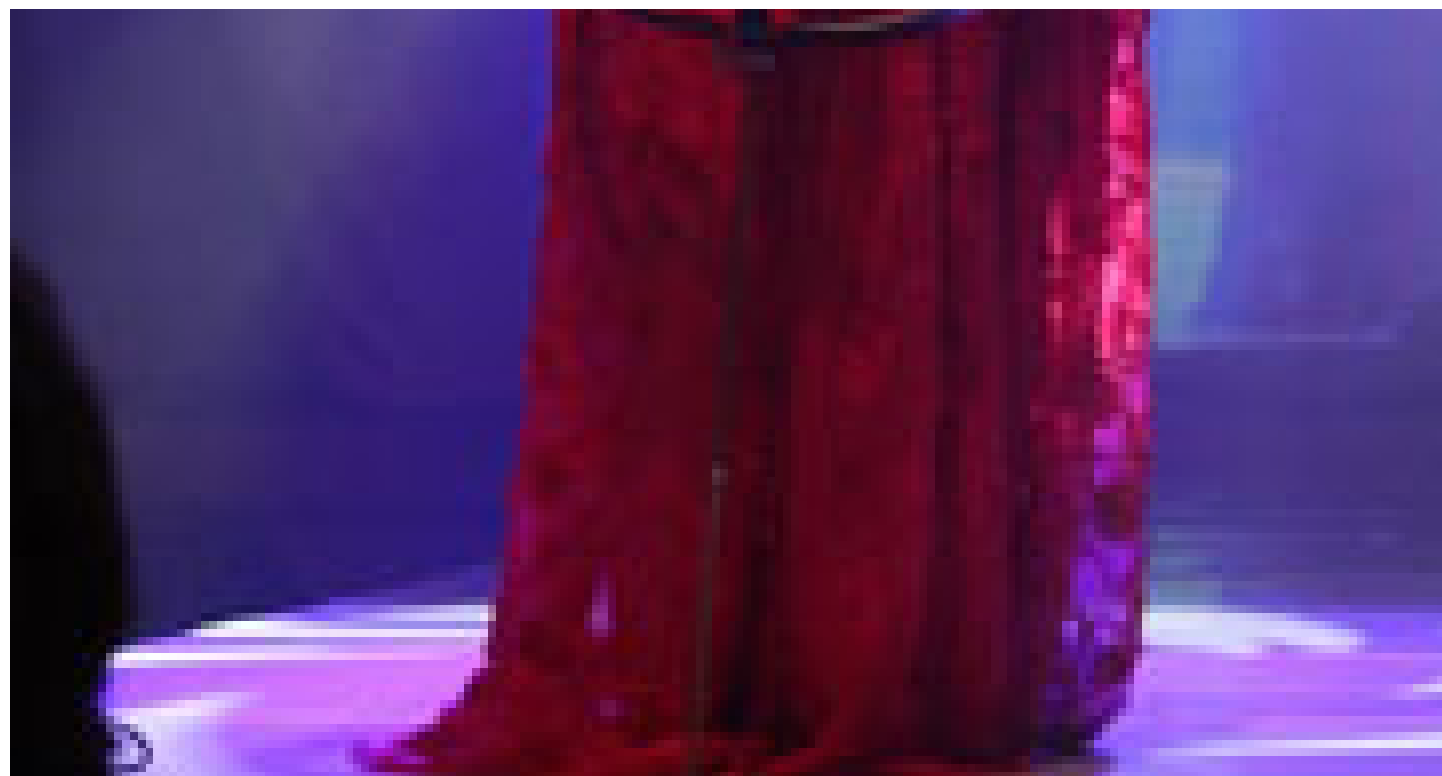
By [Julie-Anne Pocock](#)

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Progressive opinions be damned, it's still fun to dress up and eyeball the who's who. It's not often that I climb into a pair of high heels, and it's even less often that I get to saunter into five-star fashion events. But the Red Carpet Fashion Show last Friday sounded like it was going to be an a lot of fun and who was I to say no to expensive champagne, Italian canapés and goodie bags?

Internationally acclaimed cello artist Carol Thorns opened the event with a performance that beautifully expressed the true essence and spirit of an evening for a charitable cause. Proceeds from the event were donated to joinFITE, a global women's empowerment organisation founded by skincare brand Dermalogica to aid women around the world in reaching financial independence through entrepreneurship.









Event organiser and former model Jade Allen knows what it takes to be a female entrepreneur. With 12 years' experience in the local and international fashion and modelling arena, she now runs Red Carpet Concepts, a boutique PR and marketing operation for lifestyle and luxury brands. Her success has raised the bar for others; one can only hope that events such as this will set a trend for "fashionable charity" in South Africa and encourage high-end brands to give back.

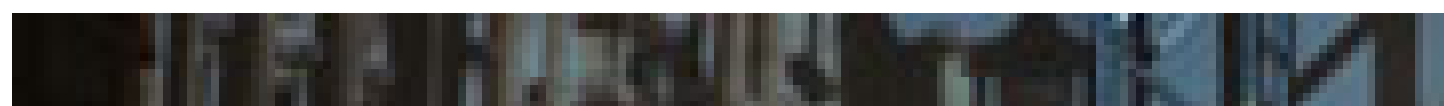
Seriously talented South African designers

For all the skin-tight dresses, expensive perfume and "skinny" cocktails there were some seriously talented South African designers on display. Fashion designers Craig Port, Stefania Morland, Jagadi Haute Couture and, my personal favourites, Beach Cult and Malcolm Kluk showcased their latest trends in an array of designs that were both beautifully whimsical while still etched into the darker, intense and rooted qualities of true African design.

South Africa's new online fashion superstore, Zando.co.za, sponsored the event and exhibited a sneak preview of its range of ladies' and men's shoes, some of which had me convinced I'd be both shopping online and wearing heels far more frequently.









Extremely impressed

South African style icon Elana Afrika and Expresso Morning Show's Katlego Maboe were the evening's celebrity hosts and while I wasn't the lucky woman who got to go home with a pair of Aphrodite raw diamond earrings, I was extremely impressed by the international standard of an event that yearly sets the standard for charity events in South Africa and was reminded that a great cause is certainly cause enough for champagne, canapés and heels.

The Red Carpet Fashion Show 2012 took place at the Camps Bay Rotunda on 10 February, 2012.

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