

New African luxury at Mercedes Benz Fashion Week Africa

A new African luxury stepped confidently into the global spotlight when the #AmazeAfrica collection was recently showcased at the Mercedes Benz Fashion Week Africa at the Pretoria City Hall.



Image by #AmazeAfrica presented
by Samsung

The collection was presented before an audience of over 500 and was inspired by Samsung's global accelerating discoveries and possibilities philosophy. #AmazeAfrica drew together 14 fashion and accessory designer collaborations into seven partnerships, mining the generous supply of exceptional design talent spread across the continent. The designers drew their inspiration from the natural genera found at Pretoria's Ditsong Museum of Natural History - and the results were spectacular.

Working in studios thousands of miles apart, LaurenceAirline and Missibaba created looks inspired by the yellow of the coral snake and the geometry of the tortoise carapace. Chauvin-Bartrand of LaurenceAirline used the finest wool and wool blends to create minimal soft-tailored winter coats worn over her signature geometric shirts and slim-leg pants. Missibaba hand-wove different textured leathers to create a single slip of a laptop casing.

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