

# East meets south as Indonesia and South Africa stitch a partnership

The partnership between Style Africa Fashion Network and Indonesia Fashion Week 2015 creates a doorway through which South African designers will have the opportunity to walk the Indonesia Fashion Week runway in 2016. Style Africa will be scouting for local designers whose designs represent African culture, heritage and diversity.



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Indonesia's annual fashion week, which draws 100,000 visitors, is held from 26 February to 1 March at the Jakarta Convention Centre in Jakarta. The trade event displays the uniqueness of Indonesian culture through ready-to-wear fashion and an array of exciting programs such as an exhibition, fashion show, competition, seminars and workshops. More than 600 brands display womenswear, menswear, Islamic fashion, kids wear, accessories, textile and sustainable fashion.

Like South Africa, Indonesia is unlike New York, Milan, Paris or London - it has its own unique charm and identity. Ethnic contemporary design and modest fashions are the two strongest characters of Indonesian fashion. Roshan Isaacs, Editor in Chief of Style Africa says, "Indonesian fashion is as colourful, vibrant and full of cultural identity as South African fashion. Sharing the passion in creating awareness of local fashion is a core value, which needs to be expressed, appreciated, and driven by its community. Indonesia

It is also supported by Indonesian publications of Marie Claire, Elle, Bloomberg TV, Fashion TV, including media partners from Italy, USA, Turkey and TV broadcasters in New York and Hong Kong, to name a few.

For more information, go to [www.styleafrica.co.za](http://www.styleafrica.co.za).