

De Lille to open Fashion Week today

Cape Town's Executive Mayor, Alderman Patricia de Lille and the executive chairman of African Fashion International, Dr Precious Moloi-Motsepe, are to open the Mercedes-Benz Fashion Week Cape Town today, Wednesday, 25 July, 2012, with a red-carpet event.

With this year's theme of "icons", it is appropriate that the opening night will be held at Cape Town's City Hall, which will be converted for the first time into an haute fashion venue with three runway locations showcasing the garments of city designers Rosenwerth (who celebrates 50 years in fashion), Jenni Button's Philosophy and Kluk CGDT.

Darling and Plein Streets will be blocked off on the night to allow media personalities Elana Afrika and Ryan O'Connor to catch celebrities and dignitaries arriving on the red carpet before the start at 6.30pm.

"We are delighted once again to host Cape Town Fashion Week as it places Cape Town firmly on the global fashion map. This, in turn, stimulates jobs in tourism and the city's important garment industry while nurturing Cape Town's creative and design industry in general," said De Lille. "Cape Town Fashion Week is one of the significant events on our annual events calendar that attract lots of people from diverse backgrounds throughout the city, country and international fashion industry."

Tenth year a triumph for Cape Town

"It is a triumph of Cape Town's enduring creative design spirit that Cape Town Fashion Week returns for its 10th year," said Moloi-Motsepe.

"Mercedes-Benz Fashion Week Cape Town is a highlight on the African fashion calendar, made even more important by the fact that numerous international fashion media will be covering the event and sending their reports on South African fashion and Cape Town's unique culture worldwide."

From 6pm today, there will be road closures in Darling Street at Plein Street and Buitenkant Street. Corporation Street will be closed from Longmarket Street to Darling Street, and Parade Street will be closed at Caledon Street.