

AFI appoints CSA as communication partner

African Fashion International (AFI) has appointed Communication Services Africa, the media specialist and communication strategist division of Celebrity Services Africa (CSA), to manage the full media and communication roll-out of the annual Spring/Summer sartorial showcase, Mercedes-Benz Fashion Week Cape Town (MBFWCT) 2014.



AFI is the fashion authority on the African continent and is committed to the promotion, growth and sustainability of South Africa's fashion and textile industries by supporting talented designers and creating world-class platforms that create global opportunities for African ingenuity.

For MBFWCT 2014 - which takes place at the Cape Town International Convention Centre from 24-26 July 2014 - CSA will undertake all PR, media accreditation and promotions while further amplifying the media messaging surrounding AFI's development platforms, AFI Fastrack, AFI Next Generation & AFI Fashion Talks.

"We are thrilled to continue to be a part of AFI's mission to create sustainable platforms for established and emerging designers and to help bring the African aesthetic to the world. We look forward to implementing a fresh, exciting campaign for AFI and MBFWCT 2014," says CSA's Division Director of Communications, Davin Phillips.

In this year's MBFWCT, more than 25 of the country's leading designers, including a number of outstanding newcomers, will present showcases of their Spring/Summer collections in 15 shows for audiences consisting of leading local and international media, fashion influencers, celebrities and industry authorities.