

## Sactwu launches first, in-house designer clothing collection

Late last month, the Southern African Clothing and Textile Workers Union (Sactwu), launched its first, in-house designer clothing collection, in celebration of 25 years at the forefront of championing the clothing, textile, footwear and leather sectors and to draw attention to the 'Wear South Africa' movement. A team of people who work at the Sactwu owned clothing manufacturers, Tradecall, created 'Collaborative 25'.



"The name 'Collaborative 25', aptly conveys the essence of this, our first designer range," commented André Kriel, general secretary, Sactwu. "The range is the collective result of the many minds and creative talent that Tradecall employs and it has been designed with a view to sharing it with all South Africans who can be proud to Wear SA."

Making this a collaborative occasion, the range was also modelled by Sactwu Spring Queens, young women from many Sactwu member factories across the Western Cape.

### Support local economy, support local design

'Collaborative 25' is the visual expression of the union's call to every South African to support local and in doing so stimulate the overall economy. The range, comprising ready-to-wear separates and evening garments, has been made using locally sourced and produced elements. An up to date and eminently wearable collection, it encapsulates the renewed vibrancy permeating the South African clothing industry.

Kriel acknowledged that many retailers are getting behind the Wear SA initiative, stocking more local goods. It is his hope and that of all the workers involved throughout the process, that the rejuvenated Wear SA campaign and the provision of 'Collaborative 25', will give the retailer and the discerning consumer (even those visiting from beyond South African border) even more freedom in the choice of apparel.

"In launching this wholly South African label, we would like to send a strong message out to consumers as well as the industry that we mean business. We encourage every South African therefore, to actively participate in the movement, check your labels and choose to Wear SA," concluded Kriel.