

Mercedes-Benz Bokeh South Africa International Fashion Film Festival in June

The inaugural Mercedes-Benz Bokeh South Africa International Fashion Film Festival from 5-7 June 2014 in Cape Town will fuse fashion and film by bringing together talented artists, filmmakers and designers to display their cinematic take on the world of high-end fashion.

Premier brands formally associated with this groundbreaking event include global make-up company M.A.C cosmetics, international TV channel Fashion One TV, Cape Town Fashion Council, electronics manufacturer Hisense, professional hair styling brand GHD and transportation network Uber.



Latest trends

The M.A.C Lounge, where guests will be shown the latest make-up trends, techniques and products, promises to be a highlight of the two-day event.

"With a keen focus on further development of local talents in both fashion and film, Fashion One is thrilled to bring the creative ideas that represent Africa to our worldwide audience. Viewers will be able to enjoy the essence of African designs not just in runways but also through fashion films.

Cape Town, as the creative hub of sub Saharan Africa, is the perfect city to host a fashion film

festival and display the creativity within the region. We are looking forward to continuing our partnership with Bokeh Fashion Film Festival," said Ashley Jordan, CEO of Fashion One.

"We create products that combine excellent technology and design in aesthetically pleasing ways, much like the fashion industry," says Ebrahim Kahn, deputy GM of Hisense South Africa. "Design is a skill that is grown and nurtured over time. Locally, we are continually exposed to creative talent and our relationship with the Festival is a platform for us to showcase our advanced design and support of two thriving industries, namely fashion and film."

Visit pop-up shops

Besides indulging in fashion films, visitors can shop at pop-up stores from Cape Town Fashion Council designers. Members of the public are invited to come to the event and shop from 10am-4pm on both days. It will be a one-stop shop for the latest in top South African fashion with designers such as David Tlale, Gavin Rajah, Milq and Honey, Label Collections, Jo Carlin, Selfie, Spilt Milk Designs, CSquared, Lara Klawikowski, Shirt & Co, Jagadi Couture and Hannah Collection.

Uber, which specialises in luxury vehicles for hire, will be putting a sexy and contemporary spin on the classic taxi service. New users can sign up at [Uber.com](https://www.uber.com) and enter the promotional code FF2014 for a complimentary ride up to R200.