

Woolworths 'Play the World' winter range launches today

In celebrating South Africa's passion and energy, Woolworths has enlisted some top local and international names to showcase its winter 2010 range, themed 'Play the World' launched today Wednesday 24 March 2010. It features a number of instantly recognisable faces, including model Alek Wek, singer Lira, and football legends Luis Figo and Lucas Radebe shot by world-renowned photographer and creative director, Oliviero Toscani.



Toscani is passionate about South Africa and its people. Probably best known as the man who built the United Colors of Benetton into one of the world's most recognised brands, he has also been the creative force behind some of the world's most successful magazines and brands, including corporate images and advertising campaigns through the years for Benetton, Esprit, Valentino, Chanel, Fiorucci, and many others.

'Play the World', explains Woolworths divisional director of marketing, Charmaine Huet, is about celebrating South Africa's passion and energy and about South Africans rallying together to welcome players and spectators to our shores.

Real people, like Lucas



Says Huet, "For several years, the company has featured 'real people' in its seasonal advertising campaigns. We have always tried to feature exceptional South Africans - people who, because of their accomplishments and talents, are role models for our young people. We are very fortunate to have Lucas Radebe as part of this campaign, as he is South Africa's 2010 ambassador.

"In June and July 2010, the world will focus on South Africa, and we will welcome visitors from every continent to our country. Our aim with this campaign was to recognise the role that South Africa will be playing and celebrate the unique passion and energy of our country and its people. In light of the international focus, we decided to expand our horizons beyond our borders and to find international icons who we could honour along with some of our South African stars.

"We are delighted to have Toscani shooting for us and also excited to be able to feature people like Luis Figo and Alek Wek who is from Africa, alongside our home-grown 'real people'."

Seasonal looks



'Heritage', in the form of plaids and checks, soft fabrics and textures, is an important theme for winter 2010, especially in knitwear and Classic Collection. It will feature a modern, romantic take on the 80s, particularly in its Studio.W and re_ jeanswear ranges. A romantic rock chic look with attitude will also be evident in the re_ range. Colours are bold and romantic, too. Red plays a starring role, well supported by purples, magenta and rich blues.

Fabrics for winter include corduroy, soft-handle leather-looks (in bomber and biker jackets) and draping viscose fabrics, especially in longer line tops to be worn with leggings and riding boots.

Key items in women's wear for the season include bomber and biker jackets, slim-leg pants, leggings and treggings, long line shirts and tees, skinny jeans, chunky knits, riding boots, pumps and the hobo.







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