

Skip partners with local design talent for Monochrome Pop-up Shop

Skip has teamed up with three of South Africa's top fashion designers for a monochromatic fashion pop-up in Johannesburg and Cape Town.



Prime Obsession, Imprint ZA and Lukhanyo Mdingi will be showcasing their exclusively monochrome designs at the Skip Monochrome Pop-up Shop which runs for two weeks at Sandton City, Johannesburg (from 10 July) and Canal Walk, Cape Town (from 7 August).

While black and white have remained an on-trend colour combination for decades, without proper care the quality can spoil. Dark clothing fades, the lighter pieces get a yellowy look, and the fabric degenerates. The monochrome pop-up highlights the recent launch of Skip's Perfect Care range of washing liquids, which are specifically designed for white and dark clothing.

Showcasing local talent

According to Skip's brand manager Caroline Blumrick, the activation helps Skip boost the visibility and viability of local design talent. "The quality of the work on show is compelling proof of the incredible talent the local fashion industry has to offer," she said.

Pieces are limited and all sales from the monochrome pop-up shops will be donated to The Creative Leaders Trust. The trust assists current and prospective students at Fedisa to uplift the future of local fashion.

Mzukisi Mbane from Imprint ZA welcomes Skip's involvement in the project: "It's powerful. When a household brand collaborates with designers, people get to focus on local fashion instantly. It opens an opportunity for designers to access new markets and for people to recognise and value South African fashion."

To shop the monochromatic pieces, visit the pop-ups:

- Sandton City, Johannesburg: 10 July – 24 July 2018
- Canal Walk, Cape Town: 7 August – 21 August 2018.

As a bonus, purchase a bottle of Skip Perfect Whites Auto Liquid 1.5L or Skip Perfect Darks Auto Liquid 1.5L in Sandton City or Canal Walk and go to the Skip Monochrome Pop-up Shop with your receipt to receive a free bottle of your variant – while stocks lasts.



Prime Obsession, Imprint ZA, Lukhanyo Mdingi.

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