

Durban Fashion Fair celebrates 10 years in the fashion industry

The 10th edition of the Durban Fashion Fair takes place at the Durban Exhibition Centre (Hall 2) from Wednesday, 15 December to Friday, 17 December.



Photo: Supplied

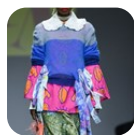
This year, the DFF's theme is 'Reflections' in celebration of its 10th anniversary of changing the local fashion industry. It will feature 12 shows that will be held over the three days, which will not only add colour and glamour to Durban but also mark an important milestone for Durban's signature annual fashion extravaganza.

"A platform for talent and skills development"

Over the past decade, the DFF has grown and exciting new features have been added. From starting as a one-night event with a few fashion shows, the DFF has grown into a multi-faceted event over several days where fashion is celebrated. Emerging designers have the opportunity for their designs to be showcased alongside established names in industry.

The City's DFF Mentorship Programme has been the backbone of the event and has enabled newcomers to not only hone their skills but evolve into confident professionals. Well-known designers and fashion industry heavy weights have mentored and skilled new talent.

These mentees have gone on to win accolades at major fashion events and showcase their designs across the country. Mxolisi Luke Mkhize from House of Saint Luke has gone from his first showing as a DFF mentee to showcasing his designs in Africa while his compatriot Eli Ball from Made in Africa has wowed fashionistas on runways in Paris.



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This year, four DFF mentees became the first ever South African designers to team up with Mr Price Sport to design Team SA's opening ceremony outfits for the Tokyo 2020 Olympic Games. The designers are Nompumelelo Mjadu, Sipho Lushaba, Mbali Zulu, and Sandile Sikhakhane.

In addition, many of the new faces who began their modelling careers at the DFF have gone on to appear on magazine covers, in adverts for leading fashion brands, on billboards as well as featuring in television commercials.

EThekweni Mayor, Cllr Mxolisi Kaunda, commented: "The DFF has and will continue to provide an important platform for talent and skills development. It has already played an important role in building the Durban fashion industry which has helped us to grow the economy and create jobs."

Tickets for the three-day event are on sale at all Boxer and Pick 'n Pay stores as well as on the [Webtickets](#) ticketing platform.

For more, visit: <https://www.bizcommunity.com>