

## Exciting designer line up for *Arise* Cape Town Fashion Week

*Arise* Cape Town Fashion Week 2009, a presentation of South Africa's most vibrant and inspiring design talent, is proud to announce the collections to be shown at Cape Town International Convention Centre from the 20th to the 22nd of August 2009.



### **DAY ONE, Thursday, 20 August: Emerging designers**

On the first day the CTFC presents The Graduate Show, funded and supported by the Western Cape Provincial Government, featuring the work of alumni of the Cape Peninsula University of Technology, the Design Academy of Fashion and the Cape Town College of Fashion Design. "We are delighted to give our top graduates this platform, which we created as a service to expose the industry to the best talent coming out of university and colleges," says Bryan Ramkilawan, CTFC chairperson for fashion education.

The CTFC will also present The Fresh Show, featuring first-time designers, including underwear label Undacova, Tarien Malherbe and Black Coal by Pumeza Mekuto. Homegrown Cape Town brands such as Misfit, Sway, Doreen Southwood and Tart will also present under CTFC. Tart has been selected by the CTFC for the second time after impressing industry experts at last year's Cape Town Fashion Week. Known for its excellent construction, fit and relaxed, timeless look, the brand is expected to top expectations this year.

Day one rounds off with the Foschini/Nokia Design Awards New Generation Show presenting Michelle Ludek, debuting at *Arise* Cape Town Fashion Week with her classic, fashionably feminine designs and Lalesso, a brand known for bold prints and beautiful summer wear.

### **DAY TWO, Friday, 21 August: Sportswear, swimwear and style**

Day two opens with the recent winners of the *Arise* Fashion Awards, David Tlale and Suzaan Heyns who will bring a new vibe to the catwalk. David Tlale, in partnership with Luella Shoes, will introduce their new collection inspired by the designer. Suzaan Heyns will present a capsule collection of absolutely conceptual designs.

And that's not all for second day, fashion crowd favourite Craig Port will present his full summer collection following from his dazzling swimwear showcase at *Arise* Africa Fashion Week in June.

Also on day two will be another stunning presentation of swimwear collections by Lovewaterlove, Dax Marl and Tracy B. The swimwear collection is underwritten by The Southern Sun.

### **DAY THREE, Saturday, 22 August: Daywear and evening wear**

Fashion-industry darlings, including Carducci Women, Gavin Rajah, Klûk CGDT, Fabiani and Stefania Morland pack the final day, promising a visual feast of daytime elegance and evening chic.

## **About *Arise* Cape Town Fashion Week**

*Arise* Cape Town Fashion Week is a co-production of African Fashion International (AFI), organizers of Joburg, Durban and *Arise* Africa Fashion Weeks, and *Arise* Magazine, the world's first magazine on global African culture and style.

AFI and *Arise* recently collaborated on the successful *Arise* Africa Fashion Week, held in Johannesburg in June. Forty-eight collections were shown and two designers selected to present at New York Fashion Week. Global music icon R. Kelly wowed audiences with a performance of his R&B hits, while former first lady of France Cécilia Attias delivered an uplifting keynote about the role of women in Africa's progress.

“The partnership with African Fashion International (AFI) is a continued celebration of African achievement and an extension of our commitment to promote the very best of African creative talent,” says Nduka Obaigbena, group chairman and editor-in-chief of *Arise*.

The Cape Town Fashion Council (CTFC) selected emerging design brands based on business readiness and growth potential. “With the raw innovation of emerging designers and the excellent quality and craftsmanship of more established designers, *Arise* Cape Town Fashion Week has something for everyone while offering some of the best young designers in the country a platform to develop and grow,” says Dr Precious Moloi-Motsepe, chairperson of African Fashion International.

“The Fashion Council developed a comprehensive curation process together with key industry stakeholders to ensure that quality standards are met and the most promising talent is represented,” says Stefanie Veir, CTFC manager.

“*Arise* Cape Town Fashion Week positions Cape Town as a world-class fashion destination,” adds Mansoor Mohamed, executive director of Economic, Social Development and Tourism for the City of Cape Town. The distinction builds on Cape Town's recent win as Leading Destination In Africa at the World Travel Awards.

For more information, see: <http://www.africanfashioninternational.com/>

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