



# African Fashion Week coming to Joburg

Thirty designers' collections will be exhibited over four days, along with a two-day fashion seminar, the launch of the African Fashion International Boutique, and the Africa Fashion Awards when African Fashion Week comes to Joburg between 30 June and 3 July, 2010.



Johannesburg will be awash with style, elegance and beauty for four days in June and July when the world leading African fashion designers from across the continent and diaspora gather to showcase the finest contemporary African design at the second annual Africa Fashion Week.

The collections of 33 designers will feature in 19 runway shows from 30 June to 3 July, before an influential audience of international buyers, media, World Cup guests, VIPs and celebrities.

## All in one place

It is rare, in fact completely unique, to have all the leading voices in African fashion in one place, at one time in one country. Those voices will give expression to Africa's fashion future at a two-day seminar, which runs alongside the runway shows and which will examine ways of strengthening the burgeoning African fashion industry, debating an African aesthetic and building a global network.

For the designers, their collections will not just be confined to the catwalk; they will be available for purchase on site, along with ready-to-wear garments, at the first-ever AFI Fashion Boutique, which will be open for the month of June.

## The AFI Boutique

On the eve of Africa Fashion Week itself, the AFI Boutique will launch online as a permanent shop specialising in African fashion from across the globe, with collections available immediately after their catwalk showing.

And when the talking and viewing is done, acknowledgement will be given to the leading lights of the industry at the second AFI African Fashion Awards on 5 July, 2010. Highlighting industry excellence and outstanding contributions by fashion industry members of African descent worldwide, the awards are a platform that will help take African fashion across the continent and to the world.

For more information, go to [www.africanfashioninternational.com](http://www.africanfashioninternational.com)

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