

CREATIVITY TAKES CENTRE STAGE

South African Fashion Week Returns with a Bold New Vision

For nearly three decades, South African Fashion Week has served as the country's premier platform for fashion designers, connecting creativity with commerce and providing emerging and established talent with a stage to grow their brands. As the industry continues to evolve, SAFW remains focused on giving designers the visibility, support and opportunities needed to thrive in an increasingly competitive marketplace.

South African Fashion Week's return signals far more than another season of runway shows. It marks the continuation of an important mission to support local designers and strengthen South Africa's fashion industry through meaningful exposure, industry connections and commercial opportunities.

As the country's only dedicated business-to-business fashion platform, SAFW has long played a pivotal role in helping designers build sustainable brands. Even during its recent strategic pause, the organisation remained active behind the scenes, rolling out targeted digital campaigns that kept local fashion in the spotlight and delivered significant value for participating designers.

This year's event introduced several exciting developments, including a spectacular new home at the state-of-the-art VRTUOSUS film studio in Hyde Park, which provided an impressive backdrop for the latest collections from some of South Africa's most celebrated creative talents.

The week began with a flourish as Gert-Johan Coetzee presented *Behind*



Gert-Johan Coetzee





Helon Melon



The Crimson Door, an ambitious theatrical production blending couture, aerial performance and storytelling. From there, the spotlight shifted to designers such as Helen Gibbs and Jacques van der Watt of Black Coffee, whose collections continue to push creative boundaries while reflecting the diversity, innovation and craftsmanship that define South African fashion.

Supported by partners who recognise the cultural and economic significance of the creative

industries, South African Fashion Week once again demonstrates why fashion remains one of the country's most powerful forms of expression. ⑩

Black Coffee



NaoSerati (by Tlaenda)

Naked Ape



Naked Ape

