

# Cutting edge couture

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In a major coup for this year's South African Fashion Week, Craig Native returns to the runways after an absence of two years; floral couture makes it's catwalk debut rubbing shoulders alongside the new young guard of jewellery designers who collaborate with three giants of fashion for a sparkling Bling-Bling collection.

Exclusively featuring only South African collections, the 14 shows at the annual SA Fashion Week (SAFW) brought to you by L'Oréal Paris, which will take place from July 29 to August 1 at the Sandton Convention Centre, includes South Africa's hottest design talent who continue to set the trends and agenda for local fashion.

More than 40 participating designers include Stoned Cherrie, Julian, Palesa Mokubung, Amanda Laird Cherry (show-

on sale at their nationwide stores.

They are the first chainstore in SA to actively engage and collaborate with designers to create exclusive diffusion ranges for them.

The Bling Bling Show will add unique glamour to SAFW. The show is presented by African Pioneer Mining and illuminates new couture from revered designers Ruby Ephymol (by Ephraim Molingwana)

and Julian. Their works of couture-art will be accompanied by new jewellery pieces from some of our top new jewellery creators - names such as Ayanda Dlodla, Ramona Mdlosse and Visha Naidoo.

In a first for fashion, Franz Grabe Flower Couture will present The Moët Chandon Couture Collection in collaboration with Colleen Eitzen at SAFW.

Franz Grabe's couture creations are groundbreaking in that he only uses organic materials (flowers, leaves, plant extracts et al) to design his outfits.

The acclaimed Black Coffee (by Jacques van der Watt) and Clive (by Clive Rundle) will be responsible for fashionista-heaven at the couture finale, which will conclude SAFW on a serious note.

