

## Joburg to host Africa Fashion Week 2010

The second annual Africa Fashion Week will take place 30 June - 3 July 2010 in Johannesburg South Africa. The collections of 33 designers will feature in 19 runway shows which will host international buyers, media, World Cup guests, VIPs and celebrities.



The significance of this fashion summit is critical for African Fashion International (AFI) says chairperson I Precious Moloi-Motsepe: "Africa Fashion Week (AFW) is potentially the most important platform for the African fashion industry, being perfectly positioned to promote African designers globally."

A two-day seminar will run alongside the runway shows and will examine ways of strengthening the burgeoning African Fashion industry, debating an African aesthetic and building a global network.

Designers collections 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.

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.

The second AFI African Fashion Awards will take place on 5 July 2010. Highlighting industry excellence at outstanding contributions by fashion industry members of African descent worldwide the awards are a platform that aims to help take African fashion worldwide.

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