

# From couture to 'bling-bling'

**I**N a major coup for this year's South African Fashion Week, Craig Native returns to the runway after an absence of two years and floral couture makes it's catwalk debut rubbing shoulders with the young Turks of jewellery design who collaborate with three giants of fashion for a sparkling bling-bling collection.

Featuring exclusively South African collections, the 14 shows at the annual SA Fashion Week (SAFW), presented by L'Oréal Paris, which will take place from July 29 to August 1 at the Sandton Convention Centre, include South Africa's hottest design talents who continue to set the trends and agenda for local fashion.

Over 40 participating designers include Stoned Cherrie, Julian,

One of this year's highlights is the SA Designers at Woolworths show, featuring fresh collections from three of Africa's top designers: Stoned Cherrie, Maya Prasa and Native (by Craig Native). This show launches an initiative by Woolworths to feature exclusive collections from these acclaimed designers on sale at their nationwide stores. Woolworths is 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, Eplymol and Julian. Their weeks of couture-art will be accompanied by new jewellery pieces

in Design Collection awestruck by the power of her work. David Tade, last year's Elite New Talent winner, also presents his new summer collection.

The SL Magazine Show will headline Jenna Engeldee, winner of the 2003 Smirnoff Fashion Awards, as well as work from Lisof, Pulsate and Willie Ndatila. "Durban Poison" features cutting edge new work from Durbanites The Holmes Brothers, Ruff Tung and Leigh Schubert. Then there's menswear which gets a kick in the pants from Ghetto Star's urban gear, Register 7 and Paul Munro (in his first ever menswear collection).

The South African collections showcased at SAFW 2004 are interpreted by a kaleidoscope of talent and people. L'Oréal is proud to be

