

MTN DURBAN FASHION WEEK

Wednesday 25 - Saturday 28 June 2008



MTN Fashion Week (June 2008)

As part of its work to move towards sustainability through the merchandising component, while at the same time creating an awareness of the link between Fashion and Art and of the necessity of building a South African brand, Ifa Lethu has continued with its participation in Fashion Weeks in the country and the region. In this regard, Ifa Lethu launched its Summer 2008 range at MTN Fashion Week in Durban. Based on the success of its launch at MTN Fashion Week 2007, MTN extended an invitation to Ifa Lethu to participate in 2008.

Funding and Sponsorship

MTN, Carducci, Da Gama Fabrics, Glamour Magazine, Crabtree and Evelyn, L'Oreal, Lindt, Frame Group, Vegeflora, Emu Jewellery.

Location:

Durban, Kwa-Zulu Natal

Venue:

Suncoast Boulevard

Partnerships:

Durban Fashion Council, Vshe Productions, Suncoast Hotel, Isidingo(SABC 3).

Deliverables

Achieved:

- Orders for Range secured from Blackbeard and Dare.
- Work of three designers showcased and branded under Ifa Lethu.
- Ifa Branding through extensive media coverage and interviews.
- Invitations for Ifa Lethu Participation in further events.
- 45 market ready products produced for ramp exposure.

VIP Guests including representatives of 42 corporations, embassies/consulates, Mayor and Deputy Mayors, CEO of African Fashion International, Queen Thandeka.

