



Press Launch of Fashion Week (8 May 2007)

Funded by: MTN
Speakers : Dr. Precious Moloi (SA Fashion Week), Vanashree Singh (Durban Fashion Week)
Venue : Suncoast Hotel, Durban.



This event was held in Durban to launch Ifa Lethu's entry into the Fashion World and to introduce the Ifa Lethu concept and designers to the press.

Local designers were invited to submit their designs for the range and a total of four lines were chosen by a panel of fashion experts consisting of Vibeka Meehan, Vanashree Singh, and Greg Wallis. The successful designers were:

Karen Monk Klijnstra / Steve Mandy
Bonga Bhengu
Gugu Msimang,

Ifa Lethu Foundation launched their fashion line for the 16 -25 age at MTN Durban Fashion Week 27 -30 June.

Ifa Lethu Collection Objectives

1. Awareness for the work of the Ifa Lethu Foundation
2. Sustainable revenue source for the Foundation
3. Create pride in young South Africans about their Heritage

Some of the successful storyboards:

