

Lingerie show joins Audi African Fashion Week

The Southern Sun hotel group is running its first lingerie show on Thursday, 21 January 2010, at the Sandton Convention Centre Pavillion at 8.30pm during Audi African Fashion Week. It showcases the creations of one of South Africa's premier swimwear and lingerie designers, Dax Martin.



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Credit: ThePhotoholic

Recognised for his swimwear brand, Martin is at the forefront of local design. The show will feature a range of racy yet tasteful sleepwear and lingerie for both him and her in shades of black and encompassing various textures. Having collaborated with Southern Sun on two previous occasions to present his swimwear, Martin believes the two brands complement each other - both seeking to merge glamour, lifestyle, design and an element of sophistication.

“Once again Southern Sun's participation in African Fashion Week will support local fashion in particular, as well as broader development and economic growth. Often seemingly disparate industries are interconnected - and activities such as Fashion Week constitute an important springboard for awareness, opportunity and investment,” says Graham Wood, managing director Southern Sun.

Described as a facilitator for the development of South Africa's [and Africa's] fashion industry, Dr Precious Moloi-Motsepe, chairperson for African Fashion International, endorses Southern Sun's involvement.

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