

The Aranda Royal Fashion Affair heats up Maseru

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The 21st of June was the longest and coldest day of winter; but the sub-zero temperatures couldn't stop the models sizzling at the Royal Fashion Affair.



After hosting a winter fashion show and cultural festival for a number of years, Aranda decided to hand over the reins to Wetpaint for the 2014 season. This year's show was set to introduce a new line of luxurious cashmere-touch shawls, Amoré, prior to their in-store launch in March of 2015.

But that's not all. The Royal Fashion Affair needed to reignite the passion for the traditional Basotho Heritage wearing blankets among the youth of Lesotho. This was achieved by contracting the talents of young designers like Thabo Makhetha and Sean Shuter to make use of Basotho Heritage blankets as the raw material for a range of high fashion haute couture garments. By re-contextualising the stunning patterns that had become passé among the youth we were able to strike a contemporary chord making these elements of the proud Basotho traditions blaze with new-found vigour.



The event was attended by a mix of fashion-forward youths from in and around Maseru along with Aranda retailers, dignitaries of State, and even the Royal couple, King Letsie III and Queen 'MasenateMohatoSeeiso. These three-hundred plus guests were treated to the finest cuisine that the Maseru Sun has to offer, glitz, glamour, music, dance and fine fashion.

The event was a resounding success for Wetpaint and our client Aranda Textiles with a strong media presence and a convention centre filled to capacity.

Bring on the 2015 Aranda Royal Fashion Affair!

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