

# Bata turns Milan, Italy into their catwalk for the second annual Bata Fashion Weekend

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The Via Dante in Milan, Italy, will be littered with well-dressed fashion lovers as Bata International hosts the second edition of the Bata Fashion Weekend from 28 - 29 April 2018 at the prestigious Palazzo Mezzanotte. The 'Sound of Style' is the ethos of this year's event and will feature an engaging combination of music, design and craftsmanship.



Bata continues in its new fashion tradition following the successful debut of the initiative last year in Prague. "There is a great deal of anticipation leading up to this year's and the venue just speaks of style and fashion," says Swastika Juggernath Bata South Africa Marketing Manager.

Bata Fashion Weekend will host guests from around the world including celebrities from over 20 countries, models, editors from top fashion and lifestyle publications as well as bloggers. "This year we are collaborating with some of South Africa's fashion icons, including Mhlali Ndamase, influencer extraordinaire, Aqeelah Harron of Fashion Breed, as well Jessica Ramoshaba, Fashion Editor for True Love Magazine. The weekend will offer the opportunity for engagement with Bata on a global scale and the chance to discover the true essence of the brand," adds Juggernath.

The venue will be built around the global campaign, "Me & Comfortable With It," which promotes healthy self-confidence. The focus of this campaign is to promote a positive self-image among individuals. Not everyone looks like a model from a fashion magazine, but that doesn't mean that they should not be comfortable with who they are and be their own kind of beautiful! "Our goal is to transform the campaign into real life. Nidhim Kochhar, one of the main models this year, embodies the spirit of our campaign, in that despite being an amputee, he continues to pursue his career as a professional bodybuilder," adds Jana Barbati Chadová, Head of Global Marketing.

Palazzo Mezzanotte will be the hub of fashion and design for the weekend offering various activities for the public, including fashion shows, shoe exhibitions, music performances and handcraft workshops. A highlight of the occasion will be the

unveiling of Bata's latest collections. Young talent will also be showcased with the second edition of The Young Designers Challenge which will introduce the work of students from the prestigious Academy of Arts, Architecture & Design in Prague (UMPRUM).

For a front row seat to this prestigious event you can live stream the fashion show off the Bata South Africa Facebook page and take in all the excitement from the Milan catwalk!

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