

Kathrin Kidger, Zama Mathe and six more added to #VDJInvited Designer Showcase lineup

The lineup for the 2018 Vodacom Durban July Invited Designer Showcase has been unveiled. Five Durban designers - Kathrin Kidger, Casey Jeanne, Duke, Vino Moodley and Zama Mathe - will be joined by Gauteng-based Paledi Segapo and JJ Schoeman and former Durbanite now living in Cape Town, Leigh Schubert for the fashion event.

Each of the eight designers will be tasked with creating an ensemble based on the theme 'It Is Time', which will headline the Vodacom Durban July Fashion Experience shows at Greyville Racecourse.



"We select designers who are at the forefront of the industry in South Africa, and whom we know will immerse themselves and really contribute positively to the whole event," said fashion programme director Tiffany Prior.

"Kathrin Kidger is a great example," she added. "She is a respected industry leader who is a proud Durbanite and gets involved in the Durban Fashion Fair and virtually every other opportunity she can to pass on her experience and nurture new talent. She makes a real impact as an Invited Designer and didn't hesitate when we asked her again," said Prior.





Kathrin Kidger





Zama Mathe

"The same goes for Zama Mathe," she added. "She understands this event and approaches it with so much enthusiasm. She is a beloved Durban designer and is part of a team that helps hold Durban's fashion brand high"

"Vino Moodley is a Durban fashion stalwart who is opening pop-up stores around the country, and she was so excited to get involved as an Invited Designer again," said Prior.

"Someone like Casey Jeanne has such a deep connection with the Vodacom Durban July and her style really lends itself to the Showcase."

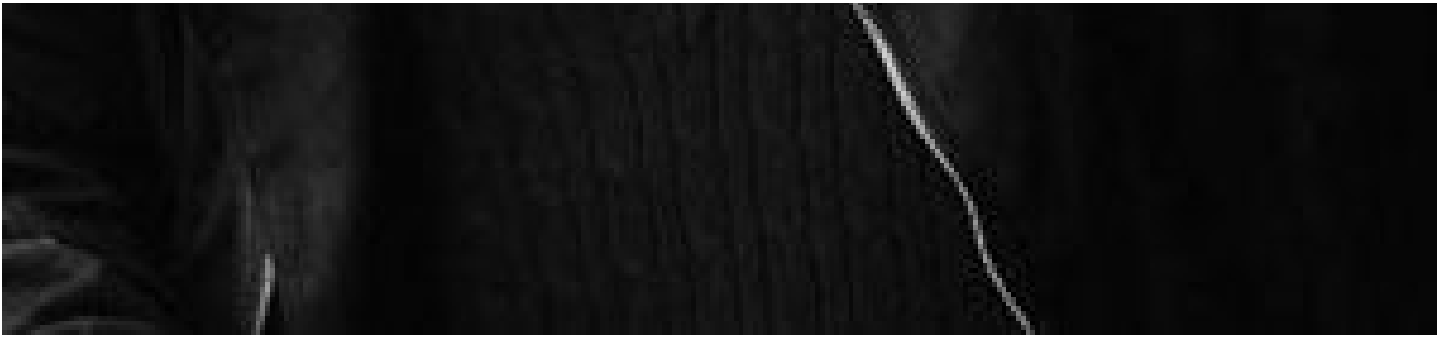
"Duke is another Durban fashion trailblazer," said Prior. "He gets involved wherever he can, loves the Durban Fashion Fair and supports emerging designers wherever he can. We hope he is excited to be included in the Vodacom Durban July Invited Designer Showcase this year, we thrilled to have him showing."





Paledi Segapo





Duke Mngadi

"Add to that someone like Paledi Segapo, who has been winning awards all over Africa, and who is so willing to get involved and contribute to the Vodacom Durban July, and you can see the calibre of work you can expect to see at these shows," Prior added.

"It was a thrill to be able to ask Leigh Schubert to come back to the Vodacom Durban July Invited Designer Showcase. As a former Durbanite now living in Cape Town, she jumped at the opportunity and brings such a strong current presence in the industry," said Prior.

Last to be confirmed was stand-out Gauteng designer JJ Schoeman, which completes the balance of the eight-strong lineup for the Vodacom Durban July Invited Designer Showcase.

"JJ has such a huge following, and is a household name in South African fashion," said Prior. "We can't wait to see what he brings to the lineup."

More information can be found at www.vodacomdurbanjuly.co.za.

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