



ON THE RED CARPET

INTEGRATING ALL FASHION CAPITAL CORNERS
OF THE GLOBE, RED CARPET FASHION SHOW
GOES GLOBAL FOR THEIR SIXTH ANNUAL
PRODUCTION, IN PARTNERSHIP WITH PRESTIGE
MAGAZINE AND DSTV FASHION ONE.

T

aking a leap into the international arena, the Red Carpet Concepts production will be held on Saturday, 17 September 2016 at The

Bay Hotel in Camps Bay in the stylish beachside restaurant, Tides. Showcasing a mix of some of the world's finest designer brands, guests can expect to see runway fashion from Devernois (France), Max Mara (Italy), Hackett London, Juicy Couture (USA) and Vilebrequin (Spain), to name a few. Together with SA's King of Couture Jacques Le Grange and rising fashion powerhouses House of Hedley, BeachCult (known for her showstopper run in Africa Fashion Week London and MBFW Joburg), The Hive (recently featured at Cannes Film Festival and CTFW) and OnTrend. Designer eyewear, Etnia Barcelona is also set to make a few appearances.

International TV News Anchor and Radio Presenter, Jen Su will be the Master of Ceremonies for the evening and will undoubtedly entertain guests with her incredible charm. With a strong technical team made up of leading high-end technical equipment specialists, Kilowatt AV and New York and SA Fashion Week's music producer, Dino Moran, together they will set the standard for an international production throughout.

Mixing fashion and art is something Jade Allen, Director of Red Carpet Concepts has an eye for, bringing together a sophisticated event with a holistic approach. Allen has brought on board two incredible artists, Kelly John Gough and Natasja de Wet, creating focal points around the venue with their



extravagant artwork.

Sandy B Private Beach Club will welcome guests as they arrive and complimentary gourmet canapés from Mediterranean Delicacies and wine and Method Cap de Classic sparkling wines from Deetlefs, will be served. Accompanying the decadent welcoming cuisine and drinks is local South African Artist The LoneRaynger, setting the tone for the evening. Guest will soon after be ushered to Tides where the fashion show will commence and each designer will show off their pieces with much anticipation and poise. During intermitted intervals dancers from Tulu

Entertainment will embrace the runway with elegant performances ensuring every aspect of RCFS2016 is on a cutting-edge international standard. Intervals will also be used to top up champagne glasses because this fashion show has the freedom to eradicate the norm and invites guests to take part in an experience.

RCFS2016 has partnered with Relate and upon arrival each guest will receive a complimentary custom RCFS2016 Relate bracelet where all proceeds will go to The Endangered Wildlife Trust for the Dugong Project, the Rhino Project and Cheetah Project as well as the Save The Elephants Project, ensuring RCFS2016 is giving back and creating an event that not only showcases couture but also acknowledges the incredible wildlife of South Africa and surrounds.

Guests are invited to end the evening at Sandy B Private Beach Club for the after party where top SA DJs, Ian Skene and Dino Moran will perform the night away. Each guest will walk away with a prestigious gift bag filled with special goodies to commemorate the evening.

The Bay Hotel is RCFS2016's official accommodation partner and is offering guests exclusive accommodation rates from R840 per night through Village N Life. Tickets for the show can be purchased through Quicket for R695 and VVIP tickets are R1000. 🏰

