

15 designers to showcase at the Fashion Without Borders Designers Roadshow

Fashion Without Borders (FWB) will hold its annual Designers Roadshow at the Park Inn Hotel Sandton in Johannesburg from 4-7 October 2018. The event, which is the gateway for designers and models to enter the world of fashion, promises a fashion-filled week.

The fashion exhibition and fashion show are set to capture the attention of fashion-lovers across Johannesburg, South Africa, and Africa at large. FWB 2017 saw local designer Grace Nobunga of Mg2 Square and Botswana designer Kgomotso Gibe of Gibilicious participating in the Mr Price Group mentorship training programme in Durban.



“Our objective with Fashion Without Borders is to create a gateway for aspiring designers and models to enter the world of fashion. Likewise, we are giving the broader public access to the amazing, and often unseen, the talent of these designers through our fashion show and pop-up stalls,” says Serge Kabisoso, co-founder of FWB. “Essentially, it is a fashion and lifestyle movement that started in South Africa and is now travelling across the African continent to showcase and uplift Africa’s young and emerging fashion designers and upcoming models from disadvantaged backgrounds.”

FWB will showcase how current fashion trends are predicted by moods, behaviour, and buying habits of the consumer at a particular time. “We will also delve into how technologies, markets, and consumers are rapidly evolving from following traditional, static and demography-based criteria towards more dynamic, modern, lifestyle and psychographic influences,” says Kabisoso.

The event will bring together 15 designers ranging from new talent to emerging and established names. These fashion designers will take centre stage to display their interpretation of fashion design in Johannesburg and the rest of Africa, to raise awareness about local fashion consumption. “We have also introduced pop-up stalls which will run from 4-7 October at Park Inn,” adds Kabisoso.

“This inspiring day of creativity, ingenuity, and self-expression will be headlined amongst other established designers by the likes of Matome Seshoka of Antherline Couture and Ramoetse Tshabalala the creative director and designer of Joszy, who will display some of his latest collection. The stage will also be graced by International headliners like Kabaso Nkandu of the Zambian brand Nkanda Yatu and Thula Sindi of the brand Thula Sindi who will be part of the designers' mentorship programme.”

This fashion and lifestyle movement includes a display of fashion stalls, exhibitions, and a runway show to be enjoyed by the public with an opportunity to interact with local designers and designers from Southern Africa.

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