



MEDIA ALERT

Joburg Fashion Week - Creative Venues will showcase the best talent from Africa.

FOR IMMEDIATE RELEASE

IMAGES: <https://shorturl.at/bqsK3>

Johannesburg, September 12, 2023 - African Fashion International (AFI), owner and producer of Joburg Fashion Week (JFW) is pleased to announce that JFW 2023, will be held at multiple venues across Joburg to highlight the city's strengths as a cultural and economic hub.

The main venue for JFW will be the forum I campus in Bryanston from 08 –12 November 2023, with side events hosted at various locations across The City of Joburg.

The City of Joburg is recognised as a significant Fashion Capital alongside 63 other Fashion Capitals identified by Language Monitor, including Cape Town, London, New York, Paris, and Milan amongst others. This makes Joburg an important location for JFW and venues are selected to highlight the vibrant culture of fashion and commerce.

"At the centre of our work at AFI, are our customers and stakeholders especially, designers whose work we celebrate. We aim to provide exceptional service and experience to our customers and partners. the forum I campus in Bryanston, is an excellent venue for a great experience and for meeting and networking with people from across sector," says Dr Precious Moloi- Motsepe, the executive chairman of AFI.

The forum I campus boasts elegant and functional spaces with state-of-the-art technology which allows for an exquisite backdrop and canvas. Africa's pre-eminent fashion designers will showcase their collections against this magnificent backdrop.

the forum I campus venue layout is tailored to cater to the unique needs of runway presentations. The triple-volume area not only accommodates a long runway but also reaches three stories in height thus enhances the viewer immersive experience not to mention magnificent photography.

The forum I campus also provides spacious elegant rooms for media, buyers, and the public to enjoy the Fashion experience including networking opportunities and entertainment.

A Retail Marketplace will be set up in the garden giving audiences access to various exhibitors selling products such as fashion accessories, wellness, and beauty products.

With the holiday season around the corner, AFI has become the go to “Shop the Runway” place for all holiday shopping and other needs for holiday makers and ready to wear clothes.

Says Dr Precious Moloi-Motsepe, the visionary behind this preeminent platform: “AFI has created a solid platform not only to develop and showcase talent and innovation from the global south, but to also drive commerce “

“AFI is on a mission to develop an ecosystem that enables the development and growth of the business of Fashion on the African continent, serving as a bridge between African creatives and the global fashion market, “she adds.

End

FOR MORE INFORMATION, SPONSORSHIP OPPORTUNITIES, AND INTERVIEW REQUESTS, PLEASE CONTACT:

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[ABOUT AFI](#)

Over the past 16 years, AFI has successfully connected African fashion to global markets, propelling, and elevating designers to international acclaim. AFI’s mission is to be the best business platform and ecosystem that supports and enables trade for African fashion and brands. AFI was founded by businesswoman and philanthropist, Dr Precious Moloi-Motsepe, whose love for African creativity, craftsmanship, and culture led her to engage with diverse talent on the continent. AFI is recognised as a breakthrough platform that nurtures, invests in, and promotes the best African creative talent. Our products and services are aimed at local and international consumers who appreciate bespoke African luxury and craftsmanship. We enable global consumers to discover unique, high-quality African luxury apparel, accessories, and products from both established and emerging designers. AFI is the leading source of fashion industry content and news. Our vast talent and expertise in hosting fashion events and curated lifestyle experiences enable us to offer Events as a Service in beautiful physical and digital spaces.