



FASHION THEME **"IT'S A SHORE THING"**

The fashion programme that is integral to the Vodacom Durban July promises to deliver a visual feast of exotic designs, from the flirtatiously flamboyant, to the daring and even the blatantly outrageous at this year's in the build-up to Africa's Greatest Horseracing event at Greyville racecourse on July 5.

The theme for this year "It's a Shore Thing" has been warmly received and served to inspire a wave of design creativity and sweepingly different interpretations as designers exercise the full latitude of their creative expression.

The fashion programme will once again harness a series of regional fashion competitions, comprising several prominent competitions, before the raceday itself rolls out its hugely popular programme of raceday fashion competitions.

Feisty fashion that unashamedly aims to push the design envelope will ensure a visual feast in the Vodacom Durban July Young Designer Award, presented by Côte d'Or. Student designers from colleges and technikons around the country will vie for berths in their regional semi-finals, and the ultimate prize of the trip to the London Graduate Fashion week.

The Vodacom Durban July Credit Card Fashion Competition, presented by Côte d'Or, offers a national platform for designers of every ability to flaunt their talents in a vibrant format that allows fashionistas to enter their designs alongside well known established designers.

The Vodacom Durban July Fashion Challenge, presented by Côte d'Or, will this year focus its energy on KwaZulu-Natal entrants, culminating in a series of heady fashion shows at Greyville racecourse in the fortnight before the big raceday.

Arguably the most prestigious invitation in the South African fashion industry, the eight places in the Vodacom Durban July Invited Designer Showcase, presented by Côte d'Or, will feature some of the country's best known fashion designers contributing to a vibrant exhibition of fashion in a collaborative and non-competitive format.

With over 50 000 racing fans and socialites expected to pack into Greyville Racecourse for the big day on July m5, the raceday competitions will be sure to attract huge entries. These will include classic racewear competitions to recognise the best dressed person – for men and women, the most stylish couple, and the most Avant Garde.

“This year’s theme lends itself to vast creative latitude and offers designers huge scope for interpretation,” said Ken Tweddell, Gold Circle’s Event Marketing Manager. ““It’s a Shore Thing” allows designers and fashion enthusiasts to get their creative juices flowing and literally go wild.”

“The growth of the entire Vodacom Durban July Fashion Experience has resulted in a significant demand from designers across the country wanting to get involved with the event,” said Vodacom’s Chief Communication Officer Dot Field. “It is exciting to be able to offer opportunities that could dramatically jumpstart an emerging designer’s career.”

Fashion Experience co-ordinator Tiffany Prior said that the level of interest in the Vodacom Durban July Fashion programme was very encouraging, and suggested that range of competitions and opportunities to enjoy the work of designers was growing at a healthy rate.

Prior added that a panel of top fashion judges had been confirmed and should expect their jobs to be demanding. “South Africa has an abundance of talent in the industry which makes our selection a very difficult process,” said Prior.

The full fashion programme:

16 June	Vodacom Durban July Fashion Challenge Finals Vodacom Durban July Young Designer Award Durban Semi-finals
18 June	Vodacom Durban July Fashion Showcase Cheese and wine – cost R100 per person
22 June	Vodacom Durban July Fashion Showcase Ladies evening and night racing – cost R275 per person

All shows take place in The Champions Room at Greyville Racecourse.

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“Lying on the sun-drenched golden beach casually pouring sand from hand to hand, marvelling at the myriad of different colours and shapes of the individual grains, oblivious to the everything but what was close by.

In the rock pools, a thriving community of bustling creatures going about their business, seemingly tending their fiercely guarded seaweed gardens ... each creature more beautiful or more bizarre than the next.

The relentless waves moulded as if by some giant hand, constantly changing shape, sometimes iridescent silver blue, sometimes sprayed gold by the sun, crashing in a froth of white as they spread themselves on the shore.

Suddenly ... the dream dissolves into a beautiful creation ... a garment of incredible class and beauty ... a winner ... a sure thing to showcase at the Vodacom Durban July.”