

Fashion

TRAILER

Fashion and football go hand in hand and in South Africa, fashion designers are looking to make a killing during the world cup

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COMMENTARY

This Falata dress' design was inspired by the upcoming soccer world cup.

It has been said that sport and fashion have become like love and marriage, they go together like a horse and carriage

ITV, Silvester Falata, F Couture (English)

"Football and fashion come together from the moment the player leaves the pitch..."

COMMENTARY

International sportswear companies such as Adidas, Puma, Nike and Reebok realize the commercial potential of the World Cup. Adidas recently reported that it's set to score big profits. The sportswear company raised its sales forecasts for the year from 400 to 450 million Euros.

Now the pressure is on local Fashion designers to prepare so that they can also take advantage of the event. African Fashion International is making it all possible

**ITV, Lorato Liphoko, Fashion Liaison Officer, Africa Fashion International
(English)**

“We are very excited about African fashion week...”

COMMENTARY

Heni Este- Hijzen is one of the top local designers selected to showcase his collection at the African Fashion week

ITV, Heni Este-Hitzen (English)

“I’m very excited about it, the opportunity given to me...”

COMMENTARY

Uyanda Mbuli hopes that the soccer world cup will take African fashion to the world

ITV,Uyanda Mbuli, Diamond Face Couture(English)

“Stylish guys like David Beckham they come here and they’re going to be dressed up...”

COMMENTARY

After dressing my self from head to toe in Bafana Bafana sports gear I think I prefer watching the soccer games in soccer inspired fashion dress.

END