



21st October 2011

KLUK CGDT DREAM LIVES ON

AFRICAN DESIGNER OF THE YEAR BROUGHT THE LATEST FROM THEIR FANTASY WORLD- AFRICAN CINDERELLA

Malcolm Kluk and Christiaan Gabriel du Toit, yet again failed to disappoint, as the opening spectacle of Africa Fashion Week 2011. The luxurious collection celebrated West African lace, tulle and silk in neutrals, pastels with bursts of citrine and lilac.

Speaking about the inspiration behind the show Malcolm said, “The African Cinderella Collection was created to show the romantic side of Africa. We knew we were going to New York for N.Y. fashion week and we wanted to communicate that Africa is much more than curio and leopard skin; but about luxury, romance and beauty. We started with African lace, traditional but generally for older women, and used it in the way we would work with French lace and reworking it onto tulle.”

Christian spoke about what the opening show of Africa Fashion Week meant to *the boys*, “When we walked down the ramp and turned, we saw the exact picture of the dream we had envisaged, it was emotional. The show was the pinnacle of a lot of preparation and hard work and served to excite the consumer about the burning passion we have for our creations, and our clients”.

During the preparation Kluk CGDT teamed with Cape Cobra Leathercraft to deliver an entire luxury African experience. In speaking about the synergy the boys explained, “We worked with Cape Cobra Leathercraft for the New York fashion week and the results were a perfect fusion that imparted timeless elegance and luxury. We desired to bring this fusion back to excite Africa”.

In a joint statement from Kluk CGDT and Cape Cobra about South African talent and capacity the boys said, “It is time that we [South African businesses] collectively put South Africa on the map through showing the world what we are capable of- from the raw materials we possess, and our capacity to design and produce. The whole world is watching, let’s give them a show.”

In speaking about the collaboration, Robert Schafer, Managing Director, stated, “We design with the modern woman in mind, around their individual needs and desires, and yet ensure the pieces retain a timelessness in appearance; adhering to our luxury status. Working with Malcolm and Christiaan was a vibrant experience in terms of our teams conceptualizing and implementing the end look together, to deliver to our discerning clients.”

CAPE COBRA LEATHERCRAFT

Intricately Designed. Intimately Handcrafted. Timelessly Elegant.

4TH FLOOR HILL HOUSE 43 SOMERSET RD GREEN POINT CAPE TOWN SOUTH AFRICA 8001



Additional notes: -

AFRICA FASHION WEEK

Kluk CGDT was the opening show at Africa FashionWeek, held at 6pm at the Santon Convention Centre.

For more information or image requests contact:

AOIFE DE KLERK

Marketing

Web: www.capecobra.co.za

Tel: +27 (0) 21 4153454

Cell: +27 (0) 82 4599288

E: aoife@capecobra.co.za

Web: www.capecobra.co.za

Facebook: Cape Cobra Leathercraft

KLAUDIA DEDEKIND

Sales Operations

Tel: +27 (0) 83 377760

E: shop@kluk.co.za

CAPE COBRA LEATHERCRAFT

Intricately Designed. Intimately Handcrafted. Timelessly Elegant.

4TH FLOOR HILL HOUSE 43 SOMERSET RD GREEN POINT CAPE TOWN SOUTH AFRICA 8001