

More fashion from Audi

African Fashion International's annual Autumn Winter Fashion Week will again be sponsored by Audi South Africa for the fourth year in succession, reputedly making this the longest running and most significant partner of fashion in South Africa.

The 2010 Audi Joburg Fashion Week takes place over four days from the 20 -23 January 2010 at the Sandton Convention Centre.

“It is encouraging that the company has taken a considered view to support one of South Africa's leading design industries for four years running,” comments African Fashion International CEO Paul Jackson. “This continuity affords our designers marketing opportunities which would otherwise be inaccessible and is a major step towards the journey of building a sustainable industry. It is even more significant given that it has made the commitment in these tricky market conditions”

The seeds for the continued partnership were planted at this year's winter collections, when representatives of the international head office in Germany were in the country, assessing the effectiveness of the partnership. For more info on Audi Joburg Fashion Week go to www.audijoburgfashionweek.com.

For more, visit: <https://www.bizcommunity.com>