

Gavin Rajah, Pick n Pay and local designers team up for Cape Town Resort Collection

South African designers recently showed off the inaugural Cape Town Resort Collection at the Norval Foundation's Sculpture Garden on the Steenberg Estate.





Gravin Rajah pieces





The resort collection was conceptualised by the Gavin Rajah Concept company, in partnership with Pick n Pay Clothing. The project saw an array of local designers teaming up with beauty industry giants, such as Mac Cosmetics and Kevin Murphy, to create the summer-inspired hair and make-up looks.

Craig Port, Gavin Rajah, Vanessa Gouden, Katekani Moreku, Jenni Button and Habits showcased their key signature looks, ahead of the festive season. Easy, breezy fabrics and statement prints were the stars of the show.

The Norval Foundation's Sculpture Garden provided a unique setting that offered a multisensory experience, while Jimmy Nevis and Judy Du Plessis performed the saxophone in a protective bubble dome.





Fikhile Sokhulu pieces







A redefined lifestyle offering

South African designer and Cape Town Resort Collection producer, Gavin Rajah, said: “Cape Town needs a new venue and format that showcases fashion in an innovative and directional manner, a redefined lifestyle offering. In recent years, collaborations have become commonplace within the South African landscape, which is why I found it important to not only include established designers, but also young designers who need a platform and an audience to witness their amazing creations.”

To date, resort shows are garnering more attention for their wearable allure. Not only are they more wearable than avant-garde lines, but they also offer a range of clothing that can be skilfully worn all year long.

South Africa, in general, does not have harsh winters or unbearable summers so it provides the perfect climate and environment for fashionistas wanting to play.





Habits pieces





Accessible designer fashion

Hazel Pillay, general manager for Pick n Pay Clothing, says: “Our goal is to deliver great value fashion that captures the latest style and trends, so we are really excited to join the event and showcase our latest summer swimwear range.

“Our participation in the Cape Town Resort Collection will also mark the start of an exciting new partnership between Pick n Pay Clothing and the inspirational designer, Gavin Rajah. Through this partnership, we will work with some of South Africa’s most talented young designers next year to create accessible designer fashion for our customers, at affordable prices.”

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