

FASHION HANDBOOK

SOUTH AFRICA

Fashion Handbook SA Launches Online Designer Directory

News Release: Johannesburg, 1 September 2020

The fashion publisher creates an online designer directory with the aim of helping to boost the local fashion market.

Online Fashion for All

An exciting new platform connecting South African fashion and design entrepreneurs with consumers is set to launch on Wednesday 2 September 2020. *Fashion Handbook SA* will launch the first online [Designer Directory](#) featuring the best contemporary South African fashion brands.

The platform is a single point of discovery for a diverse set of local fashion brands and businesses providing consumers with easy, convenient, and direct access to the industry's most note-worthy designers and fashion brands. *"For consumers who enjoy staying ahead of the style-curve, and aspire to support local fashion, then our platform - via the directory - offers an extensive resource to discover a wide array of high quality, stylishly created products,"* says owner and publisher Leanne Tlhalogane.

The idea is to create an ongoing, relevant directory of contemporary fashion brands in line with *Fashion Handbook SA's* broader purpose, which is to amplify fashion voices, talent, and people in Southern Africa. *"We believe that supporting local fashion creatives is fundamental to the fashion eco-system and, by cultivating a strong fashion community that is invested in and committed to local talent, everyone can flourish,"* explains Tlhalogane.



Fashion Handbook SA continues to spotlight fashion brands and talent across social media. Their Instagram account (which now boasts a community of more than 5000 followers) highlights contemporary brands like *Thebe Magugu*, *Rich Mnisi*, *Amanda Laird Cherry*, *Mantsho* by *Palesa Mokubung* as well as new and exciting emerging designer brands.

The directory will champion all independently owned South African fashion brands who are focused and invested in building their brands, their businesses and their consumer base. Design entrepreneurs are encouraged to sign up to be listed on the directory which aims to be the most comprehensive listing of all South African fashion brands and businesses.

The ongoing threat of Covid-19 and the subsequent economic aftermath brings with it serious challenges for the creative sector. We hope this new platform and initiative will help to create greater visibility, better interactivity, bigger audiences and more value to South Africa's talented fashion creatives. And, further aid development of a greater pipeline within which the industry as a whole can flourish.

End.

Links

<https://fashionhandbook.co.za/>

Issued on behalf of: Fashion Handbook: South Africa

Owner / Publisher - Leanne Tlhagoane

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