



SA Fashion Week Spring/ Summer 2013 collections, coordinated by Director Lucilla Booyzen, was held from April 11 – 15 at the Rosebank Hotel, Johannesburg. SA Fashion Week was launched in 1996 and Mauritz Jacobs from Dream Sets has worked on this fashion production for the past 12 years.

As the parking area at the Rosebank Hotel is transformed into a venue to showcase some of South Africa's finest designers, the street lamps in the enormous marquee are the only give-away that you are not, in fact, attending an international fashion event. Thick draping blocks out daylight and the ground is neatly covered with carpeting to create a clean cut looking event. Each show was sold out.

Two seasonal events are held annually in Johannesburg to introduce the Spring/Summer and Autumn/Winter Collections of a given year. "Lucilla has amazing vision and leadership and every event is distinctive," explained Jacobs. While the previous Fashion Week incorporated revolving ramps, the new design is a stunning 26m ramp in a "U" shape. The ramp was built by Dream Sets. "Every day there are subtle changes to the set, the ramp can be white one day, black the next and the next day slightly different yet again! The different looks incorporate set elements and lighting to provide a sleek, exciting and professional platform for the runway shows"



The lighting in the main

venue consists of 48 x Philips Selecon SPXs hung on two truss pieces above the ramp. There are also 18 x Source 10 degrees at FOH. "The most important thing with fashion is to not have shadows. These fixtures work very well," said Jacobs.

The smaller venue includes a ramp and 18 x Parcans.

Well done Mauritz Jacobs and Dream Sets for providing the lighting, ramps and seating at this sought after fashion extravaganza.