



Langmead & Baker Ltd, PO Box 81, Fringilla, Zambia. Tel: +260 21 1213939; Cell: +260 979 060705.
Email: zfw@langmead.com

“REACH OUT!”

PRESS RELEASE

Date: October 20-25, 2008
Venue: Alliance Française, Lusaka

September 4, 2008
FOR IMMEDIATE RELEASE

LUSAKA: Preparations are underway for the fourth annual Coca-Cola Light Zambia Fashion Week to be held in Lusaka.

This year’s theme - “Reach Out” – reflects the aim of drawing in more of the country’s fashion-conscious.

The event has attracted a record number of Zambia’s best designers, showcasing outfits ranging from traditional to European-inspired. The country’s leading catwalk models will show off the outfits.

Zambia Fashion Week 2008 is Zambia’s premier showcase for all that is fashionable, glamorous and beautiful, attracting celebrities, fashion leaders and trendy woman – and men.

“Zambia is a real African powerhouse – its economy is pumping and the growth and success of Coca-Cola Light Zambia Fashion Week reflects the vibrancy and creativity of its people,” said Gillian Baker, publisher of *Beauty Zambia* magazine, organizers of the event.

PRESS INVITATION

Press representatives are welcome to attend. Photographers and camera crew will be provided with good runway vantage points.

Backstage coverage, and interviews with designers, models, sponsors and organisers are possible with prior arrangement.

Photographs will also be available during the week, downloadable from our website at www.langmead.com/zfw

Contact:
Gillian Baker
(021) 1213939;
(0979) 060705
zfw@langmead.com
www.langmead.com/zfw

