



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

October 14, 2008

FOR IMMEDIATE RELEASE

Organisers of this year's Coca-Cola Light Zambia Fashion Week are bracing themselves for the biggest event on the fashion scene calendar, with high hopes for a massive turnout.

“Last year's fashion week was phenomenal, but this year we are hoping to hit even greater heights,” said the show's organiser, Gillian Baker.

The week-long show features 13 fabulous designers, who between them will be showcasing more than 250 spectacular outfits, ranging from casual wear to glamorous evening gowns. A full programme for the week is available in Beauty Zambia magazine.

The event, which is now in its fourth year, has launched the careers of a number of the country's top fashion designers and aims to highlight new talent alongside the latest collections of established designers.

The event has also excited international interest, with a camera crew jetting in during the week to cover the event.

Celebrities including Marsha Moyo and Crisis are also expected to attend 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 www.langmead.com/zfw.

Profiles and pictures of all the designers are now available on the website
www.langmead.com/zfw.

Contact:

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

