

Press release: Immediate

The annual SACTWU Spring Queen & Fashion Pageant is the world's largest fashion show featuring workers as models.

It is also one of Cape Town 's biggest events promoting South African products and fashion. Almost ten thousand people are expected to fill the Good Hope Centre to enjoy stunning music, to-die-for fashions and, the highlight of the evening, the crowning of this year's SACTWU Spring Queen.

With the event's origins in the 1970s, the worker chosen to be the 2007 Spring Queen on Saturday, 17 November, will be the 31 st in the royal line.

The Spring Queen & Fashion Pageant celebrates the workers behind the designer labels, the shoes and the garments sold in retailers and boutiques across the country. The 69 aspiring queens all work in clothing, textile and footwear factories in the Western Cape and have been chosen to compete in the final event after factory level events and two semi-finals.

After years of dramatic job losses, the government's introduction of quotas on certain imported products from China has given the clothing industry some breathing space. However, the quotas are only temporary and the need to increase the competitiveness of local factories and promote local products remains. The Spring Queen & Fashion Pageant is part of SACTWU's efforts to promote South African-made garments, fabrics and shoes.

Workers on the runway

Monday, 12 November 2007 13:56

Several local manufacturers and brands, including Chelsea West, Levi Strauss, Bibette, Bonwit, Big Bay and House of Monatic, are participating in this event, dressing the finalists in stunning outfits, from casual wear to formal dresses.

The hosts for the evening will be radio celebrities, Aden Thomas and Julian Naidoo while well-known Cape Town entertainer, Alistair Isobell will be the main performer.

The event, which starts at 19:30 on 17 November, is presented by SACTWU and co-sponsored by the Western Cape Provincial Government and Sanlam.

Tickets cost between R15 and R25 and are available at the SACTWU office at Industria House, 350 Victoria Road, Salt River (021 4474570) or at the doors.

For press accreditation, contact Aldene Appolis and for more information, contact Fachmy Abrahams on 021 4474570.

Issued by

Fachmy Abrahams, SACTWU