

# allfashion sourcing

CAPE TOWN

8 -10 July

CTICC, Cape Town

# 2025

 messe frankfurt

# AFS

# POST SHOW REPORT

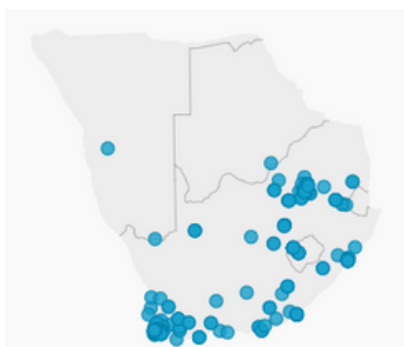


## SHOW PROFILE

A business-oriented marketplace for the textile and fashion industry, combining African creativity, design and manufacturing with international sourcing options. This premier event celebrates the dynamic and evolving fashion and textile industry in South Africa and beyond.

Allfashion Sourcing Cape Town brings together local and international textile and fashion stakeholders, offering a comprehensive platform to showcase services, garments, manufactured products, and technological innovations spanning the entire supply chain.

## AllFashion Sourcing Visiting Countries from Southern Africa



## EXHIBITION OVERVIEW



3



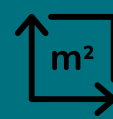
1304



166



10



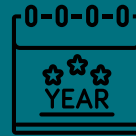
1494



829



1



8

3 days, 1304 visitors, 166 exhibitors,  
10 countries represented,  
1494 square meters,  
829 business matchmaking meetings scheduled,  
1 brand new AFS range debut,  
8<sup>th</sup> Edition.

## SHOW HIGHLIGHTS



## FRINGE PROGRAM HIGHLIGHTS

The 2025 fringe program delivered powerful insights from some of the industry's most respected voices. Mark Goliath (IDC) explored local innovation in Reimagining Textile Manufacturing, while Eustace Mashimbye (Proudly SA) addressed the fight against counterfeits in Fighting Fakes. Jackie May (Twyg) led a compelling panel on Building a Circular Fashion Economy, and Courtney Grant (CCTC) unpacked strategies for achieving 65% local sourcing by 2030.

Aletté Winckler inspired audiences with her Trend Colour Talk, Cyril Naicker hosted a vibrant AFS Range fashion show and panel, and Michael Lawrence (NCRF) steered a thought-provoking discussion on localisation and retail realities in South Africa.



## PARTNERS & SPONSORS



## YOUNG DESIGNERS COMPETITION

Our Young Designers Competition was another great success for the 8<sup>th</sup> year in a row. South Africa's diverse cultural tapestry and natural beauty serve as the perfect foundation for innovation in sustainable fashion. Inspired by Techtextil Frankfurt's ECO-NOGY initiative, the 2025 Young Designer Competition challenged participants to reimagine the future of fashion with a bold South African perspective.

Sponsored by ENS, the competition shone a light on the exceptional young talent with their translation of the brief into stunning garments that were showcased on stage to the delight of the audience.

The winner Ruan Goosen won a prize valued at R265 000. The runner up was Tapiwa Tracey Gwizo who won R5 000 in cash.

## ALLFASHION SOURCING VISITOR & EXHIBITOR FEEDBACK

I love the direction for the show; I can see it as one of Africa's most elaborated well represented and well attended trade shows.

-Lindy, Visitor



Very well organised, really interesting, engaging & insightful talks, shows and events. A good mix of exhibitors.

SADFA, Exhibitor



## BUYERS & RETAILERS WHO VISITED ALLFASHION SOURCING



## 2025 EXHIBITORS, SPONSORS & PARTNERS

