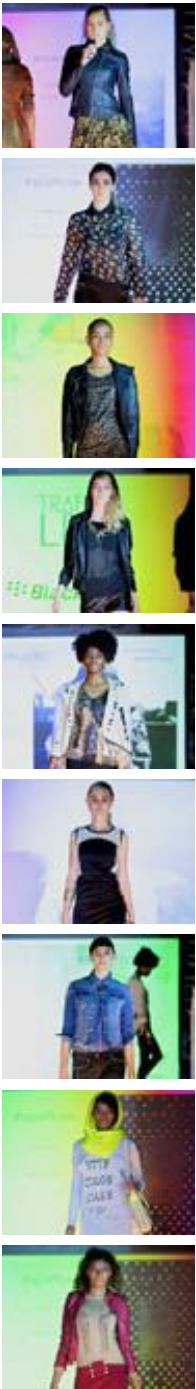


Traffic Live Winter Fashion Show

Hot fashion for the cold season!





On 22 April 2013, Cape Town's fashion elite gathered at luxury lifestyle destination, Shimmy Beach Club for a showcase of this winter's hottest looks from Traffic Live, in association with BlackBerry.

The show opened with one of this season's favourite looks; '#Utility' where models in camouflage detailed garments powered down the runway in an impactful opening scene. Other looks on the catwalk were #berrylicious, #newnudes, #sportluxe, #embellished, # blackANDgold.

Style spotters from popular fashion platform 'A Fashion Friend' used the newly launched BlackBerry Z10 to capture, edit and upload photography of the evening's best-dressed guests to social media platforms. While others were getting creative and expressive in the photo booth powered by bloggers from 'Cold Coffee'. Photos are live at www.trafficshop.co.za.

The event was proudly supported by:

BlackBerry

MAC Cosmetics

2 Oceans Vibe Radio

FHI Heat

Absolut Vodka

Lovisa Accessories
Madsion Footwear
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