

AFI appoints C.S.A as communication partner

African Fashion International (AFI) has appointed Communication Services Africa, the media specialist and communication strategist division of Celebrity Services Africa (CSA), to manage the full media and communication roll-out of Mercedes-Benz Fashion Week Africa (MBFWAfrica) 2014.

In addition, AFI has appointed CSA in the same role for the Africa Fashion Trade Expo 2014 (which will run concurrently with MBFWAfrica) and the Africa Fashion Awards 2014 to take place on 2 November. With a portfolio in South Africa's fashion and lifestyle sectors, CSA's other clients include the Cape's premier horse racing and social calendar event, The L'Ormarins Queen's Plate 2013-2015, and Diageo Reserve, the world's premium collection of luxury spirits.

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