

Victoria welcomes the Boss



The first Boss womenswear store in Cape Town was launched at the V&A Waterfront on 5 December in spectacular style, as guests rubbed shoulders with celebrities at an exclusive event as sophisticated as the design collection itself.

The new store carries the Boss Black women's collection of modern classics, and the hallmark white logo against a black background was incorporated into the theme of the launch celebration – from welcome cocktails and food to décor and floral arrangements.

The party began at the BOSS store itself with a star-studded guest list which included Minki and Constant Visser, Chalbi Dean, Freya Vissing, Roxy Louw, Tamarin Kaplan, Natalie Becker, Janez Vermeiren and Dave Levinsohn.

Oyster shots were washed down with black and clear cocktails before the official ribbon-cutting ceremony, after which guests were invited inside the store to view the Boss Black pre-collection. Five models dressed in BOSS Black showstoppers posed on podiums and became living mannequins as SAMA-winning Moreira Chonguica and Shaun Johannes entertained with contemporary jazz saxophone and double bass.

This was only the beginning of the night's festivities with much more to come. Gorgeous models escorted guests down a long black carpet cordoned lined with black chain to Baia seafood restaurant, where they were entertained by Drum Café drummers before sitting down to a sumptuous three-course meal. A Boss representative from the company's headquarters in Germany made a short speech welcoming the latest addition to the worldwide brand.

The celebration kicked into top gear with a live performance by chart-toppers Iridium Project, followed by dance music from one of South Africa's most in-demand DJs, Nick Matthews.

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