

EXPLORE SIDWAYS

AFRICAN FASHION CULTURE

Explore Sideways has a love for luxury African design and showcasing the talented individuals in South Africa as well as across the African diaspora.

We invite you to be whisked away to one of Franschhoek's most discerning wine farms for a private lunch and fashion event. Meet the buyer behind Merchants on Long's curated collection, spend quality time with designers, fashion experts, changemakers, and, lastly, shop with purpose.

Merchants on Long is Africa's premier luxury concept boutique, celebrated for its unparalleled curation of ethically crafted design and artistry. Showcasing a carefully selected collection of contemporary and heritage pieces from across the continent.

Merchants on Long champions African creativity, offering timeless fashion, bespoke accessories, and unique homeware that tell compelling stories of craftsmanship, culture, and sustainability. More than a retail space, it is a destination for discovery, where local artisans and global connoisseurs converge to celebrate the extraordinary talent that defines modern Africa.

Event capped at 18 guests.



When

4 May 2025
11h00 - 14h30

How much?

Buyers

Complimentary

Press

\$100

Exhibitors

N/A

What's included?

- Road Transport
- Lunch
- Wine tasting
- Private shopping experience
- Helicopter Flip
- A thank you gift

What's excluded?

- Any wine for purchase on the farm
- Fashion items for sale





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