



THE 2014 SAFW RENAULT NEW TALENT SEARCH – WITH A **NEW POINT OF VIEW**

In association with Sunday Times Fashion Weekly

The SAFW *Renault New Talent* Search in association with Sunday Times Fashion Weekly is officially open to emerging designers in the South African fashion industry, who have not been in business for more than 7 years. This leading fashion competition has been created by Lucilla Boozyen of SA Fashion Week. Boozyen together with industry-innovator Dion Chang have formulated the 2014 *Renault New Talent* Search brief, providing South African designers with the opportunity to exercise their creativity and build their brands.

“The SAFW Renault New Talent Search is one of the most established and prestigious fashion talent searches in South Africa. It is an annual competition that not only identifies South Africa’s hottest design talent, but also provides the winning designer with a springboard (and therefore competitive business advantage) into SA’s vibrant fashion arena” says Dion Chang.

This year the SAFW New Talent Search focusses on creativity and producing design that can inspire. “Fashion is at a crossroads. What is now being referred to as *The Great Recession* has ensured that creative expression, as well as any element of risk in the retail environment, has been suppressed and discouraged. It is with this new undercurrent of passing the great recession in mind that the SAFW/Renault New Talent competition shifts its focus in 2014. Fashion has reached a tipping point, as the appetite for fast fashion is waning. Rather than searching for ‘New Talent’, this year’s competition throws down a very different challenge: *we are searching for a new fashion point of view.*” - Dion Chang

The ***New Point of View Challenge*** is the sought-after opportunity designers are looking for to utilize an expressive design process.



“Renault South Africa’s brand vision is 100 per cent people-centric with aspiration, ambition, sustainability and growth. Design is an integral element of the Renault brand. It speaks to innovation, passion and technical savvy and never more so than with the launch of flagship products representing Renault’s Chief Designer, Laurens van den Acker’s, new face of Renault” says Fabien Payzan, Vice-President of Marketing for Renault South Africa.

Renault South Africa is delighted to be taking a meaningful step towards turning the vision of young South African fashion designers into a positive reality. It is young South Africans such as last year’s SA Fashion Week Renault New Talent Search winner, Cutterier by Laz Yani, and his peers who will *Drive the Change* and ensure the sustainability of South Africa’s creative fashion industry in years to come” concludes Payzan.

