



PRESS RELEASE

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WINNER SA FASHION WEEK RENAULT NEW TALENT SEARCH 2014

- **Renault makes it's progress mark with the SAFW Renault New Talent Search 2014**
- **Young Designers take Renault's technology and design to new heights**
- **Renault South Africa**

"Wake" by Pieter & Carla, is the young & dynamic fashion duo that have been named the winner of the 2014 SA Fashion Week Renault New Talent Search competition, a quest to find the hottest new name in local fashion.

Congratulating Wake on their win, Lee-Anne Stanton, advertising manager for Renault South Africa, the title sponsor of the 2014 New Talent Search competition, said: "Wake's creativity and incredible talent undoubtedly earned them the number one spot here tonight."

"Renault is a people-centric brand and a key element of our vision is to support emerging talent wherever and however possible. It is young South Africans such as Wake, and the four co-finalists who will *Drive the Change* in and ensure the sustainability of South Africa's fashion industry in years to come."

Following Stanton's presentation to Wake of their Renault-sponsored prize of R15 000 and the keys to the sleek, stylish Renault Mégane Coupé - their drive for the next 12 months - a totally overwhelmed Pieter said: "We were surprised and super-thrilled that we won last night. There were so many uniquely strong designers in the Competition with very different points of view against the brief, that any one of the contenders had an equal chance to win. We really put our heart & soul into the collection, and see it as a huge compliment to be selected as final winners.'



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“Our Autumn/Winter’15 Collection was inspired by animal hide and skin, re-exploring the primitive human nature, reworked into a modern context. Challenged to find a “new point of view” through SA Fashion Week Renault New Talent Search, we looked back to where it all started (pre-historic) but also where it could possibly progress to (postapocalyptic). Inspired and intrigued by skin, the ever-changing organ that encompasses us was translated through the collection. The hides we used were responsibly sourced, reworked and hand-stitched. And the neck pieces that completed the collection were carved and shaped from tree roots.”

The SAFW Renault New Talent Search is one of the most prestigious fashion talent searches in South Africa, so this acknowledgment means a lot to us & the future of our brand.”

“So much has happened since the start of the competition and I would like to thank Renault South Africa and SA Fashion Week for believing in us and giving us this fantastic opportunity.

It’s been very inspiring to rub shoulders with many of South Africa’s fashion icons, like Lucilla Booyens and Dion Chang, in collaboration with Renault, something that has never been within our reach. Working closely with these two brands going forward is a great privilege and will contribute to us taking WAKE to another level,” Pieter added.

“I think it’s a great initiative by a company such as Renault to support new talent as it demonstrates their care for the future of our country and the people in it”

“Our feet haven’t quite touched the ground since last night, but we intend to capitalize on the buzz around the brand. We need to keep the interest around WAKE alive and make sure we stay relevant in order to take our brand to the next level.”

“It has been a privilege to see WAKE and their peers in action during the creative process and we have watched in awe as their designs on paper have morphed into the inspiring and breathtakingly beautiful reality you have seen on the catwalk here tonight,” continued Stanton.

“There is, however, much more to the competition than simply a good portfolio. Fashion is a business like any other and a key criterion for each of the finalists was to provide the judging panel with a strategy on how they intended to build their brand.”



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“The 2014 SAFW Renault New Talent Search was highly-contested and we consider each of the other four finalists – Angelo Sebastian, Oh! Deer, Revelation Fashion and Jenevieve Lyons - to be winners in their own right.”

In respect to Renault South Africa’s support of the annual SA Fashion Week New Talent Search, Stanton said that with design integral to both cars and couture, “we are delighted to have brought some of Renault’s trademark French flair to the table in 2014.”

“The epitome of design, style and innovation, the *Renault Mégane Collection* is to South Africa’s roads, what we believe Pieter & Carla and their WAKE label will become to South African fashion,” she concluded.

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For further information, please contact:

Viviene Ward: Head - Press Relations and Events Coordinator: Comms Department to Vice President Mkt Dpt

Tel: (011) 607 7502

Email: viviene.ward@renault.com