



-FOR IMMEDIATE RELEASE-

## ***GQ South Africa announces media partnership with SA Fashion Week's Scouting Menswear Competition S/S 2016***

GQ South Africa, the nation's most stylish men's magazine and media brand, has partnered with South African Fashion Week to discover and celebrate new talent as the official media partner for the SAFW Scouting Menswear Competition Spring/Summer 2016.

GQ is well-known for introducing new designers and labels to the nation's most discerning men – and the Scouting Menswear competition, now in its third year, furthers that mission as a showcase of emerging South African menswear talent.

'If the future of fashion is African, then the onus falls upon our young designers to step up and create that legacy,' says Jason Alexander Basson, GQ's Executive Fashion Editor. 'We're not just looking for innovation or meticulous design execution; we're looking for someone who can learn and grow, and who can build and maintain a successful design business. SAFW is the right platform for this and GQ is thrilled to be part of the process.'

The competition, created by industry veteran Lucilla Booyzen of SA Fashion Week, provides a platform for up-and-coming menswear stars to showcase their craft at SAFW, engage with buyers and network with experts in design, marketing and fashion media.

'Global fashion's fascination with menswear as one of the industry's hottest new categories reverberates with perfect timing in South Africa too,' says Booyzen. 'We are fortunate to have both a generation of sophisticated and fashion-conscious male consumers as well as an exceptional core of highly directional, established and emerging designers.'

Competition finalists will be able to showcase their Spring/Summer 2016 Collection on the runway at SA Fashion Week in April, where an overall winner will be chosen by a panel of judges.

The overall winner of the Scouting Menswear Competition will receive a grand prize including a free stand at the SAFW Pop Up Shop in August 2016, a free show at SA Fashion Week in October 2016 – worth R20 000 – and a profile and feature on the winning designer and collection to run across GQ South Africa's print and digital channels.

Semi-finalists will also be granted access to the SAFW Fashion Trade Event (9 – 11 April 2016) to sell, engage with buyers and conduct market research worth R 4 000.

The SAFW Scouting Menswear Competition is open to designers who are working towards establishing themselves/their brands in the South African fashion industry, established fashion designers who have been in business for no more than 10 years, and designers with a fashion design

diploma/degree or at least five years designing experience.

For more information on SAFW and the Scouting Menswear Competition, including how to enter, please visit: <http://www.safashionweek.co.za/category/competitions/safw-menswear-competition/>

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## Notes

### **About GQ**

For more than 15 years, GQ has been South Africa's most stylish and sophisticated men's lifestyle media brand. Through its print and digital platforms, and its events including its Best-Dressed Men of the Year Awards, GQ is the leading voice in South African menswear. Speaking to all sides of the male equation, GQ is both a reflection of a man's life – and a portal to the world he wants.

**GQ.co.za | Twitter: @Gqdotcoza | Facebook: GQ South Africa | Instagram: @GQSouthAfrica**

### **About the SAFW Scouting Menswear Competition**

SAFW launched Scouting Menswear in 2014, the first competition of its kind in the country. This platform was created to catapult menswear designers into the Creative Fashion Design Industry in South Africa. As the restrictions placed upon menswear fashion diminish, menswear designers are now reaping the reward of a greater portion of the retail market. Finalists have the opportunity to showcase at SA Fashion Week to an audience of buyers, media and avid fashion-leaders.

### **About SA Fashion Week**

'The Business of Fashion' is more than a slogan at SA Fashion Week. It is the underlying ethos that propels every action SAFW takes and drives its overall vision of a thriving designer-lead local fashion industry that can serve as a powerful engine for economic growth. SAFW aims to achieve this vision principally by providing designers with pertinent and ever-evolving tools and platforms to establish sustainable enterprises and to foster vigorous dialogue and knowledge exchange among all industry stakeholders.

**safashionweek.co.za | Twitter: @safashionweek | Facebook: South African Fashion Week | Instagram: @safashionweek**

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For more information on GQ, please contact Sarah Tuft: [saraht@condenast.co.za](mailto:saraht@condenast.co.za) / 021-480-2300.

For more information on SA Fashion Week, please contact [media@safashionweek.co.za](mailto:media@safashionweek.co.za) / 011-442-7812

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