

GQ SAFW Scouting Menswear Semi-Finalists Announced!

'We have a generation of consumers that are more fashion conscious and more sophisticated. They are investing in themselves spending more money on grooming, male cosmetics and buying high end Designer labels' – Lucilla Booyzen.

For the first time since its inception in Autumn/Winter 2014, the SA Fashion Week Scouting Menswear Competition will now run in conjunction with the Spring/Summer Collections in 2016. The competition will kick off the SA Fashion Week Collections Men – two days of the SAFW SS16 calendar dedicated to both emerging and established menswear designers. *'Men, in general, are becoming more interested in investing in themselves, whether it is a new piece of technology, an item of clothing or a grooming product'* – Fabrizio Cardinali, Dunhill's new chief executive. Internationally, menswear is becoming a serious competitor to a traditionally female dominated market, and South Africa is not too far behind.

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. '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 first round judging of Scouting Menswear in association with GQ was held last week to a stellar panel of judges:

Jason Basson – Fashion Director – GQ Magazine
Shaldon Kopman - Naked Ape
Jerri Mokgofoe – According to Jerri
Rahim Rawjee – Row- G
Kojo Baffoe – Former Fashion Editor of Destiny Man

The following emerging labels have been selected as semi-finalists:

- Martelle Ludik
- Originally Kasified Clothing
- Hombre

- Castaway
- Leaf Letlhare
- Otiz seflo
- Shoelaced
- Non-European
- Azara
- House of St. Luke
- Inventive Fashion
- Floyd Avenue

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