



SAFW Scouting Menswear in Association with GQ Magazine Winner Announced!

Competitions play a major role in discovering emerging designers. Attention from the media and the buyers is necessary to take their businesses to the next level. Responding to industry demands, SA Fashion Week has created a separate competition for emerging menswear labels. This is the only such competition in South Africa and was launched in 2014. A search that stretched across all provinces, discovered more than 35 designers to compete for the SAFW Scouting Menswear in Association with GQ Magazine prize.

‘At SA Fashion Week we look for tomorrow’s designers through various competitions. The search for new young designers is as important as recognising, nurturing and supporting established designers.’ - Lucilla Booyzen

SAFW Scouting Menswear in Association with GQ Magazine designers were identified by their creativity, strong design aesthetic and point of difference.

Congratulations to Floyd Avenue who was announced the winner of SAFW Scouting Menswear in association with GQ Magazine!

Floyd Avenue has won a prize to the value of R 80 000 that includes:

- A free stand at the SAFW Pop Up Shop in November 2016
- A free shared show at SA Fashion Week in September 2016
- A stand at SAFW Fashion Trade Event, which will allow buyers, media and fashion industry leaders from across the country the chance to buy and view the collections up close, as well as showcasing on the SS16 runway to an audience of influential industry leaders, buyers and media.
- A profile and feature on the winning designer and collection to run across GQ South Africa's print and digital channels.

We are looking forward to seeing more from this talented young designer!

For collection images please visit planetivan.com

For more information, please contact media@safashionweek.co.za / 011 442 7812