



Media information  
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**MINI and South African Fashion Week (SAFW) partner to bring the “MINI Scouting Menswear” in association with GQ Magazine.**

**Midrand.** For almost 60 years now, MINI has always stood for ideas, inspiration and passion. It is in this spirit that MINI South Africa and South African Fashion Week (SAFW) are joining forces to bring the fashion talent search platform, MINI Scouting Menswear in association with GQ Magazine. Previously known as SAFW Scouting Menswear, the competition is now in its fifth year and runs in conjunction with the Spring/Summer 2018 collections.

“MINI has always been a brand for people who dare to do things differently, to stand out,” says Thilosh Moodally, Head of MINI South Africa. “In the 1960s the first Mini became a design icon. Even up to now, driving a MINI is a statement of style and identity, which is one reason why the brand has had a close connection with the fashion world ever since. With the MINI Scouting Menswear competition, we want to support upcoming talent as well as celebrate new and bold statements in South African men’s fashion.”

MINI Scouting Menswear is open to fashion designers who have been in business for no more than 10 years and who are working towards establishing their brands within the South African fashion industry. To qualify, designers must have a formal fashion design qualification or five years fashion design experience.

“The aim of MINI Scouting Menswear is to assist talented designers, with the potential for commercial growth, to start making the transition from a developing creative to a



sustainable business that can play a role in the creative fashion industry, create jobs, wealth and contribute to the GDP of the country,” says Lucilla Booyzen, CEO of SAFW.

“The Scouting Menswear competition truly opens doors for South African creativity, and goes beyond the momentary giltz of the runway to equip a new generation of designers with the tools they need to transform creative vision into commercial success. With a renewed commitment to supporting South African creativity, GQ is thrilled to be able to partner with SAFW once again as we search for the country’s next great menswear designer,” says Nkosiyati Khumalo, Editor-in-Chief of GQ South Africa.

The winner of the MINI Scouting Menswear will be given the opportunity to showcase their collection at the 2018 SAFW Spring/Summer collection and the 2019 SAFW Autumn/Winter collection (scheduled for October 2018) as well as an all-expenses paid trip to Pitti Immagine Uomo in Florence, Italy. To enter, contestants can visit <http://www.safashionweek.co.za/category/competitions/safw-menswear-competition/>

Entries for the MINI Scouting Menswear close on **9 February 2018.**

-Ends-

**For any questions regarding this press release, please contact BMW Group South Africa’s Group Communications Division as follows:**

Edward Makwana  
Manager: Group Product Communications  
BMW Group South Africa (Pty) Ltd  
Email: Edward.Makwana@bmw.co.za  
Tel: +27-12-522-2227  
Mobile: +27-71-666-2227

**The BMW Group**

## **MINI South Africa**

### **Corporate Communications**



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In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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