



SAFW STUDENT COMPETITION 2018

LEADING THE SLOW DOWN OF FAST FASHION IN SOUTH AFRICA

SAFW is asking fashion students to look beyond the '*immediate*' in *Fashion Design* as the theme for the '**Look beyond the short term**' 2018 SAFW Student Competition.

THE BRIEF

'Look beyond the short term'

SAFW Student Competition 'Look beyond the short term' key words for 2018:

- Sustainable
- Responsible
- Transcending time
- Fashion-forward and High Design
- Minimalistic
- Natural fibers - locally sourced
- White only

More details about your entry:

- Item to be designed: a minimalistic, fashion-forward dress that is sustainable and responsible
- Fabric: natural fibers – locally sourced, sustainable fabrics.
- Design colour: **white fabric only**.
- Size: to fit a **size 34** model.
- The finalists and winner will be announced at a show during the SAFW Designer Pop Up Shop - keep this in mind when you start the design process – make sure your garment is wearable, as it will be worn by a model during the show.
- Submit a swing tag with your garment that clearly explains your garment, design and fabric selection.
- Label inside clearly stating your name, institution you are from, contact number

Design Inspiration: <https://www.youtube.com/watch?v=1RoOl3TgVO0>



JUDGING CRITERIA

- Originality and a strong design language
- Creativity and innovation
- Style & fit: aesthetics - Your garment will be judged on its style and fit on the model.
- NB: MUST be a standard size 34 fit.
- Your design must be versatile and convey a clear understanding of future trends

ENTRY REQUIREMENTS

- The competition is only open to final year students studying in South Africa.
- You must conceptualize, design, construct and finish the garment used for your entry, yourself.
- Your entry garment must have the following **stitched on the inside** of the garment:
 - Your name and surname
 - College name
 - Contact number
- Your look must be submitted on a white hanger
- Please note that entries without the above mentioned requirements, will not be considered for judging.

THE PRIZE

The winner will receive:

- R5 000 cash prize
- A VIP SA Fashion Week Autumn/Winter '19 Collections experience in October 2018. The winner will receive a flight (if required) as well as accommodation for the duration of SAFW. They will also receive 1 ticket to each show and get a VIP tour backstage.
- The winner will be introduced to their favourite designer showing at SA Fashion Week.



The top 10 finalists and winner will:

- Have their garments exhibited in a show at the SAFW Designer Pop Up Shop 2018 in Brooklyn Mall, Pretoria.
- Have their garments exhibited in the SAFW reception area during the AW19 Collections: October 2018.
- Will be featured on the SAFW website, social media and blog.

DEADLINE: 3 August 2018

Entries must be sent to:

SA Fashion Week Office
2nd Floor Design District
Corner 7th and Keyes Avenues
Rosebank
2196

Marked as: **SA FASHION WEEK STUDENT COMPETITION: [INSTITUTION NAME]**

**PLEASE NOTE - late entries will not be accepted.*

HOW TO ENTER

- Fill in the electronic entry form online at www.safashionweek.co.za before **3 August 2018**.
- Having trouble doing this online? Email info@safashionweek.co.za and we'll send you an electronic version to complete and return.

WHAT HAPPENS AFTER SUBMISSION?

- After entries have been received and reviewed by the judging panel, the top 10 finalists and their lecturers will be notified by email.
- Finalists must attend the show and winner's announcement in Brooklyn Mall, Pretoria during the SAFW Designer Pop Up Shop.



- Please note that the top 10 finalist's garments can only be collected after the Pop Up Shop (1st week of December 2018)

TERMS AND CONDITIONS

- Your college lecturer must moderate your entry before it is sent through for judging.
- Colleges need to pre-select the best pieces for entry.
- Please note that, although we take great care with all garments, SAFW will not accept any responsibility for any loss or damage to entry garments.
- Garments not clearly marked as per the Entry Requirements section on page 2, will not be eligible for judging.
- Prizes are non-negotiable and the judges' decision is final; no correspondence regarding the final decision will be responded to.
- Only final year students who study at a South African Institution are eligible to enter.

For any queries please contact us on:

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www.safashionweek.co.za