



## MINI SCOUTING MENSWEAR IN ASSOCIATION WITH GQ MAGAZINE

### WHAT'S AT STAKE

The **winner** will be given opportunities worth more than R100 000 that include:

- Showcasing their Spring/Summer 2019 Collection at SA Fashion Week [SAFW] in April 2019 and their Autumn/Winter 2020 Collection at SAFW in October 2019.
- A stand at the SAFW Designer Pop Up Shop in August 2019 (budget dependent)
- Media exposure in GQ South Africa and on MINI's various channels.
- An all expenses paid trip to Pitti Immagine Uomo in Florence, Italy, in June 2019.

All **finalists** get the chance to showcase their Spring/Summer 2019 Collection at SAFW.

### ENTRY REQUIREMENTS

MINI SCOUTING MENSWEAR is open to:

- Fashion designers who have been in business for no more than 10 years
- Designers who are working towards establishing themselves/their brands in the South African Fashion Industry
- Designers with a fashion design diploma/degree or a minimum of 5 years designing experience
- Previous Scouting Menswear finalists can enter but only if it is for a second time
- Previous Scouting Menswear winners cannot enter

### HOW TO PARTICIPATE?

Please follow the steps below to participate in the competition:

## STEP 1 Registration

Sign up to participate by completing the entry form on the SAFW Website by **25 January 2019**.

## STEP 2 Prepare your portfolio

All material must be collected in a portfolio and submitted by **11 February**, in the following order:

1. Hard copy of our electronic **Entry form**
2. **CV/Resumé** presented in English
3. A copy of your **diploma or degree** (if you have one)
4. A **portfolio of your label**: You will find a list of questions to answer about your label on the last page (5) of this brief.
5. **Photographs of previous collections**: Photographs are mandatory. Your application will not be accepted without providing photographs. Low-resolution prints on plain sheets of paper are accepted. Outfits must be seen clearly from the front and from the back.
6. **Your collection**: Tell the judges what the concept behind your collection is and include supporting material and/or images that inspired your collection. This can also be in the form of a "Mood Board".

### 6.1 Sketches of the collection:

- You must submit **8 outfits/looks**.
  - Number all of your sketches (printed/drawn in colour) from 1 to 8
  - Include complete technical descriptions with colours and fabric details (please include samples/swatches) for each sketch/look.
7. **Judging criteria**:
    - You will be judged on: Innovation, Inspiration, Construction and Design.
    - Remember that you need to sell yourself, your brand and your vision to the judges.
    - During the evaluation the judges will take into account the style and the aesthetic value of your portfolio.

## STEP 3 Submit your portfolio

Entries/Portfolios to be delivered, no later than **11 February 2019**, to one of the following addresses:

**SA Fashion Week Office**

or

**SA FASHION WEEK**

2<sup>nd</sup> Floor, Design District

PO POX 647

Corner 7<sup>th</sup> and Keyes Avenues

Parklands

Rosebank

Johannesburg

2196

2121

**ALL ENTRIES MUST BE MARKED FOR THE ATTENTION: MINI SCOUTING MENSWEAR**

*Note: Portfolios that have not been selected for the semi-final round must be collected before 22 March 2019. The finalists' portfolios will remain property of SA Fashion Week, but the intellectual property will remain that of the designer. The portfolio will not be returned to the designer.*

## STEP 4 Qualify for the semi-finals

In February, a panel will view all portfolios submitted and select the semi-finalists.

Should you be selected as a semi-finalist you will be required to submit a 100-word biography/inspiration for your collection as well as your brand logo and a personal profile image before **18 February 2019**.

## STEP 5 Create your collection

As a semi-finalist you will have 7 weeks to create your **8-look collection** that adheres to the following criteria:

- The collections registered in SAFW Menswear Scouting competition may not be submitted or associated with any other fashion competition taking place in South Africa during 2018/2019
- The collection must be menswear
- All garments developed by finalists must be the following sizes:
  - To fit a standard size 40 jacket and a 32/34 pants perfectly.
  - Shoe sizes will only be provided by the show coordinator once models have been selected approximately 2 weeks before the show.
- There are no prefixed styles or categories, and the season must be: **SUMMER**.
- Fabrics used can be reworked, printed, dyed, cut-out, appliquéd, treated, deconstructed, embroidered, beaded etc. Judges will give special preference to natural fabrication covering the bases of your collection.
- In case of selection, the outfits will have to be made in total accordance with the sketches and technical details presented in your portfolio.
- Correct and accurate execution of outfits is essential, if they vary greatly from the enrolled shapes and designs, the selected contestant will be disqualified.

## STEP 6 Present your collection

On 5 April 2019, you will present your 8-look collection to the SAFW panel of judges at the fitting. Here the final showcasing designers will be selected. Fittings will be held in Sandton, JHB.

### DEADLINES

- 25 January 2019:** Submit your online entry form
- 11 February 2019:** Portfolio submission date
- 18 February 2019:** Semi-finalists short biography & inspiration (100 words), profile image and logo submitted.
- 5 April 2019:** Fitting and final judging of collection (tbc)
- 3 – 6 April 2019:** SA Fashion Week Spring/Summer 2018 Collections

### T'S & C'S

**Plagiarisms and Ownership:** By enrolling in the SAFW Menswear Competition you guarantee the authorship of your project. Should you be found guilty of plagiarism, you will automatically be disqualified. SAFW accepts no responsibility for accusations of plagiarism from third parties. The applicants will retain copyright of the enrolled collection.

#### **Responsibilities and participation:**

- SAFW reserves the right to disqualify any contestant at any time if they do not respect the terms and conditions of the entry requirements. Whilst every effort is made to ensure the safety of all garments submitted, SAFW cannot be held responsible for any damage/theft of garments or designs that may occur during transport, selections or during the finals at SA Fashion Week. If selected as a SAFW Scouting Menswear Competition finalist, contestants are required to carry out all further arrangements (transport, etc.) and other obligations in a timely manner.
- Transport, transfers and accommodation are not included and will not be arranged by SAFW for out-of-town finalists. Finalists are responsible for the transport of their collections.
- The winner must be available for all press interviews and publicity generated by SAFW. Whenever possible, the winner is obligated to mention his/her association with SAFW.

## QUESTIONNAIRE

Please use the questions listed below as a **guideline** in formulating your portfolio that you will be submitting. You are welcome to add any additional information/visuals to enhance your portfolio.

1. What is the name of your brand?
2. How long have you been in business for?
3. What is your design style?
4. Describe your brand in no more than 150 words.
5. Where did you study?
6. What is your fashion background (short CV)?
7. Who is your target market?
8. What are your price points (wholesale and retail)?
9. Do you supply any stores at the moment? If yes, which stores do you currently supply (store name and location)?
10. Do you make use of social media? If yes, what are your twitter/Instagram etc. handles and website & Facebook URL's? As well as the amount of followers you have.
11. Have you showcased your work before? If yes, list the year, season you showcased and the platform you made use of
12. Where do you see your brand going in the next 1 – 5 years and 5 – 10 years?
- 13. Your Collection Concept/Inspiration:** Include a comment on the concept/inspiration of your collection, with material and/or images that inspired the collection. This can also be in the form of a Mood Board.