



SAFW STUDENT COMPETITION 2019
ON TRACK – ON TREND

Social conventions , regarding clothing, are decreasing. People want to be flexible, so are freeing themselves from feeling constrained by their wardrobe.

Jetsetters are spending more money on activity-packed lavish holidays across the globe, which increases the demand for performance sportswear.

Design a “never seen before” track suit that shows your design talent and construction skills.

THE BRIEF

‘Anything but basic’

SAFW Student Competition ‘Anything but basic’ key words for 2019:

- Sustainable
- Responsible
- Transcending time
- Fashion-forward and high design
- Desirable
- Sellable

MORE DETAILS ABOUT YOUR ENTRY

- Item to be designed: a fashion-forward track suit that is sustainable and responsible.
- Size: to fit a **Female size 34** or **Medium Male** model.
- The finalists and winner will be announced at a show during SAFW. Make sure your garment is wearable, as it will be worn by a model during the judging.

- 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.

JUDGING CRITERIA

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

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 '20 Collections experience in October 2019. 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 the SAFW reception area during the AW20 Collections: October 2019.
- Will be featured on the SAFW website, social media and blog.

DEADLINE: 5 August 2019

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 **8 August 2019**.
- 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.
- Please note that the top 10 finalist's garments can only be collected after the AW20 SA Fashion Week Collections.

TERMS AND CONDITIONS

- Your college lecturer must moderate your entry before it is sent through for judging.
- 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:

info@safashionweek.co.za

011 442 7812

www.safashionweek.co.za