



SOUTH AFRICAN FASHION WEEK STUDENT COMPETITION 2022

‘Let your calico or cotton catch attention’

We Love Fashion – so let’s start by solving the problems around it.

Fashion pleases us It protects us
It gives us power

We are Taking Making
and Wasting it

Let’s use our design talent to Make one dress that can be worn Morning, noon and night

Focus on the construction On design
On the details
Make it wearable, marketable and sellable

DESIGN BRIEF

- Design a standard size 34 dress, using only calico or cotton.
- No colour – white on white
- The dress could be for morning, noon, and night – taking you from day into night.
- Use different weights of calico or cotton in your design should you wish to.
- Think fashion forward
- Think high design – add a well thought out collar, sleeve, pocket, cuff, or detail.
- Think innovation in pattern construction

ENTRY REQUIREMENTS

1. The South African Fashion Week Student Competition is only open to Final Year Fashion Design students studying in South Africa.
2. You must conceptualize, design, construct and finish the garment used for your entry, yourself.
3. Should you be a finalist - your entry garment must have a label stitched on the inside with the following clearly marked information:
 - a. Your name and surname
 - b. College or University name
 - c. Your contact number
 - d. Your email address
4. Submit a swing tag on your garment with a full description of your entry, detailing your design and fabric selection.
5. Your entry garment must be submitted on a white hanger.



Please note, competition submissions without the above-mentioned requirements will not be considered for final judging.

FIRST PHASE JUDGING

This is an electronic judging

1. Photographs or Video of your garment showing front, back and sides of the garment
2. With no more than 100 words tell the judges what inspired your garment
3. With no more than 100 words mark out the life cycle of your garment – who will wear it, it's longevity and where you see the garment ending up once it no longer can be worn.
4. Include a copy of your SA ID
5. Name of your College or University

**YOUR ELECTRONIC ENTRY – must be clearly marked as:
SOUTH AFRICAN FASHION WEEK STUDENT COMPETITION**

WHAT HAPPENS AFTER ELECTRONIC SUBMISSION?

1. After the electronic submissions have been received, they are adjudicated by the Judging Panel and the Top Ten (10) finalists, and their lecturers will be notified by email.
2. Should you be a finalist you will have to prepare your garment as per the entry requirements above and send it to SA Fashion Week. Address to be confirmed.
3. All finalists' garments will be exhibited at the SA Fashion Week Pop Up Shop that takes place after the AW23 Collections. Venue to be confirmed
4. The winner announced on the last day of the SA Fashion Week Pop Up Shop and amplified on all our social media platforms.
5. Please note, the submissions of the finalists may only be collected after they have been displayed at the determined SAFW event.

2022 TIMELINE

- 22nd September 2022 – deadline for electronic submission of made-up garment – either a photograph or a video showing front, back and sides of the garment.
- 6th October 2022 – finalists announced
- 23rd November 2022 – garment delivery – venue to be confirmed

TERMS & CONDITIONS

1. Your lecturer must moderate your entry garment prior to submitting it for this competition.
2. Please note, although we take great care with all garments, SA Fashion Week will not accept any responsibility for loss and/or damage to entry garments.
3. Competition submissions not clearly marked as per the ENTRY REQUIREMENTS stipulated, will not be eligible for adjudication.
4. The prize is non-negotiable, and the judges' decision is final; no correspondence, in this regard, will be entered into.
5. Late entries will not be accepted.



JUDGING CRITERIA

All competition submissions will be adjudicated according to the following:

1. Originality and a strong design language
2. Creativity and innovation
3. Practical application of sustainability principles
4. Style and fit – Standard 34. (Please bear in mind that it may be worn by a model)
5. You must design a dress according to the Brief

THE PRIZE

THE WINNER WILL RECEIVE:

- R5 000 cash to develop your first collection.
- SAFW will spotlight you on all our Social Media Channels
- Entry to all the shows at the SAFW SS Collections

THE TOP TEN (10) FINALISTS WILL:

1. Have their entry garment exhibited at the SAFW Trade Show, Pop Up Shop or Collections
2. Be featured on our website and social media platforms

For any queries, please feel free to mail us at: studentcompetition@safashionweek.co.za