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MR PRICE AND SA FASHION WEEK CROWN THE 2023 SCOUTING MENSWEAR

After a knockout showcase of South Africa's up-and-coming menswear designers at Mall of Africa, Mr Price & SA Fashion Week are proud to announce, **ROBYN AGULHAS** as the 2023 Mr Price Scouting Menswear winner.

Stemming from three generations in fashion, Cape Town based designer, Robyn Agulhas, wowed the judges with her interpretation of this season's "From Sport to Street theme" through her brand, sinCHUI (pronounced sin-chewy). Titled 'Focus on the Goal', the range took inspiration from 80s & 90s South African soccer and the mental fortitude to succeed, all stemming from her father's passion for the sport.

Walking down the runway included sport-inspired separates all across neon green, purples and blue hues which caught the attention of guests and this year's panel of judges including GQ Editor, Molife Kumona Sunday Times fashion editor, Sahil Harilal and Amber Jones, Sanele Zulu & Tamaryn Whitmore from Mr Price.

"When designing menswear, we often look for someone who understands the male form, the trends shaping the market and key commercial considerations that resonate with the broader South African consumer. From her very first look, Robyn demonstrated sound technique, perspective and confidence which crowned her this season's winner. We are so excited to work alongside Robyn and her brand sinCHUI as we introduce her to our Mr Price audience.
– Kevin Smit, Managing Director of Mr Price.

Following April's 2023 Mr Price New Talent Search winner, Cyla Gonsolves, Robyn will take home R50 000 to further her career and brand, gain hands-on experience and insight through a mentorship programme at Mr Price HQ and begin designing her own limited-edition range to launch online and selected stores in 2024.

On what advice she'd give to hopeful designers looking to enter next year's Mr Price Scouting Menswear Competition, Robyn shares:

"Love what you do! It sounds cliché but I encourage the next wave of designers to find what you really love and make sure you put yourself into each and every garment. Surround yourself with as much inspiration and infuse that into your work."

To find out more about Robyn Agulhas and her brand, sinCHUI, check out @sinchui_ on Instagram and shop her collection at 99 Juta Street, Braamfontein. For more information about SA Fashion Week and next season's upcoming design competitions, please follow @safashionweek & @mrpfashion.

Official hashtag: **#mrpricexsafw #mrpricescoutingmenswear**

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