

MEDIA RELEASE

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SAFW NEW TALENT SEARCH SEMI-FINALISTS ANNOUNCED

SA Fashion Week's competitions are an undeniable springboard for young designers. The aim of SA Fashion Week competitions is to assist talented designers, with the potential for commercial growth, to start making the transition from a developing creative business to a sustainable business that can play a role in the Creative Fashion Industry, create jobs, wealth and contribute to the GDP of the country.

Established in 1998, The New Talent Search is a platform for young designers to prove their ability to create a collection that achieves the fine balance between commercial and aesthetic appeal.

This year, the designers were required to base their designs on 2019 world trends by combining contemporary shapes, styles and construction with their inspiration and design talent, by incorporating their own prints or going plain.

Judging took place on Tuesday, 14 August and from a pool of talent, 8 semi-finalists were chosen.

Meet the Judges:

Annette Pringle-Kölsch – Managing Member at The Fashion Agent and Managing Member at Annette Pringle

David West – Head of Design for Surperbalist

Gusti Van Tromp – Head Visual Merchandiser for Lacoste South Africa

Kwena Baloyi – Stylist and Culture Curator

Congratulations to the semi-finalists:

Afrogrunge - After obtaining her Fashion Design degree from the Cape Peninsula University of Technology in 2017, Anita Hlazo launched her fashion label. Since then, she has presented her past collections in numerous local fashion shows, produced a fashion film as an emerging creative with Bokeh Fashion Film Festival and featured in local magazine fashion spreads. The core value of her brand hails from her fascination with worldwide street style and its unorthodox culture.

Art Club and Friends - Robyn Keyser created her brand with the vision of it becoming South Africa's most celebrated locally and ethically made brand. With a mission to serve as a platform to re-energize the South African Textile Industry, Robyn collaborates with artists of different mediums to create "artwear"; in turn creating an art-loving, community-centric company, which empowers aspiring artists by facilitating mentorship and opportunity.

Cindy Mfabe - With an artistic approach, Cindy Mfabe is a contemporary ready to wear brand that treads the thin line between femininity and masculinity. Founded by LISOF graduate, Cindy Mfabe, the brand has showcased at Lagos Fashion Week and has been featured in numerous publications, including Destiny Magazine and Sunday Times.

Fikile Zamagcino Sokhulo - SAFW SS18, Durban University of Technology (DUT) Rise of the OXX showcasing designer, Fikile Zamagcino Sokhulo, launched her brand in 2018, after completing her National Diploma in Fashion Design. The aspiration behind her namesake brand is female empowerment.

NO SHADE - Streetwear label, NO SHADE, was created by Cape Town based creative, Nashifah Samuels. Her inspiration is drawn from her home town, the eclectic fisherman village of Hout Bay. NO SHADE is currently stocked at the Bay Harbour Market in Hout Bay, Adam and Eve Collab in Stellenbosch, and available online at www.wearenownow.com.

Birth - Birth's mantra 'Simply part of life' is celebrated in every piece of this Durban-produced, sustainable fashion brand. Founder, Pravisha Naidoo, was introduced into the fashion world through her mother, who sewed garments for a living. Birth is available at The Space stores and a few local boutiques based in Durban.

ODE - ODE, founded in 2016 by Rebecca Odendaal, aims to bring their customer pieces inspired by local and international runway, with trans-seasonal and versatile aspects to create a new take on clothing within the industry. The brand's accolades include features in iMute Magazine, Cosmopolitan Magazine, GQ South Africa, ID Netherlands, Volant Magazine, Jute Magazine, Lucy's Magazine and Institute Magazine.

OUTWEAR - OUTERWEAR is a women's wear label founded by Ngcebo Mnyandu and Siyabonga Ntini, who both honed their skills at Durban University of Technology, studying Fashion and Textiles. The design duo intends to create clothing in any form that stimulates conversation and the desire to celebrate feminine bodies in the arts, politics and every realm, whether dominated by men or not.

The winner of the competition will walk away with:

- R30 000 towards developing their SS19 Collection in Collaboration with The Fashion Agent
- Representation by The Fashion Agent for 1 year valued at R 11, 400.00
- The winner will be a part of the 2019 New Talent Search show one year later, valued at R 12, 500.00.
- All finalists will be granted access to the SAFW Trade Event – Autumn/Winter 2019 – valued at R 3, 520.00, to engage with buyers and conduct market research for their own brands during the four days.
- The winner will receive one free stand at the SAFW Designer Pop Up Shop 2019 valued at R 6, 000.00.

For more information on SA Fashion Week and interview requests please contact:

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