



SAFW SUNGLASS HUT NEW TALENT SEARCH | 2016

SHOW US...

Your inspiration

Your design talent

Your innovation

Your individuality

Your technology and construction

Your design soul and your passion

Your patterns and your prints

Your plans for the future

...and we will give you the prize you deserve

Young designers that want to become leaders need to be catapulted into the creative Fashion Design Industry. This will help them to move forward, with long-term marketing opportunities, guidance and support. It is with this in mind that the SA Fashion Week started the New Talent Search, one of the most prestigious talent searches launching the careers of many top designers.

The SA Fashion Week Sunglass Hut New Talent Search targets young designers with existing labels. Five to ten semi-finalists are selected by the panel of industry leading judges, and the votes are based on the exceptional talent designers demonstrate and their capacity for future distinction in the fashion industry in SA.

Can you inspire, motivate and excite us?

1. WHAT'S AT STAKE

- A trip to London Fashion Week in February 2017 valued at **R 50, 000. 00**. Sunglass Hut will provide the winner with: one return ticket, accommodation, transfers, show tickets and exhibitions (please note only one person per label will be accommodated).
- Representation by The Fashion Agent for 1 year valued at **R 11, 400.00**
- The winner will get the opportunity to show a satellite Collection as part of a 4 designer package at the SA Fashion Week (SAFW) Spring/Summer 2017 season – 6 months after the SAFW New Talent Search to the value of **R 12, 500.00**.
- All finalists will be granted access to the SAFW Fashion Trade Event – Autumn/Winter 2017 – not to sell, but to engage with buyers and conduct market research for their own brands during the two days to the value of **R 3, 420.00**.
- The winner will receive one free stand at the SAFW Pop Up Shop 2016 in Brooklyn Mall to the value of **R 6, 000.00**.
- **Total value of prize: ± R 85, 000. 00**

2 . ELIGIBILITY

SAFW SUNGLASS HUT NEW TALENT SEARCH is open to:

- Designers who are working towards establishing themselves/their brands in the South African Fashion Industry
- Young/emerging designers in search of a platform to launch their labels in the SA Fashion Industry
- Established fashion designers who have been in business for no more than 7 years
- Designers with a fashion design diploma or degree or 5-year design experience
- Previous SAFW New Talent Search showcasing finalists can enter, but only if it is for a second time. Previous winners cannot enter.

3. INSTRUCTIONS

PHASE 1

Designers are to complete an online entry form on the SAFW website and to download the full competition brief. Designers have to prepare a 10-page portfolio on their brand as well as a mood board and sketches of their Autumn/Winter 2017 collection – 8 looks. In July, a panel will view all portfolios submitted and select the semi-finalists.

PHASE 2

Semi-finalists selected will have to produce an 8-look collection that must be presented for final judging on the 13th September 2016.

Finalists will be chosen to showcase their collection at the SA Fashion Week Autumn/Winter '17 Collections, between 20 – 24 September, (show date t.b.c) where the winner will be announced.

Should you not be shortlisted to show at the finals, you will still receive complimentary access to the SAFW Fashion Trade Event (26 – 27 September), providing you with the opportunity to conduct market research, amongst 40 other designers and over 60 buyers from across the country.

4. PORTFOLIO PREPARATION

1. All material must be accurately collected in a single portfolio, in the following order:
2. Online registration form must first be completed - www.safashionweek.co.za. Make sure you complete this and submit to SAFW before **24 June 2016** to secure your registration
3. CV/Resumé presented in English
4. Copy of ID
5. Copy of your diploma or degree
6. Submit a portfolio of your label: You will find a list of questions to answer about your label attached at the back of the brief. Please ensure that you use the questions listed as a guideline in formulating your portfolio. You are welcome to add any information/visuals to enhance your portfolio.
7. Photographs of previous collection outfits: **Photographs are mandatory; your application will not be accepted without providing photographs.** You may send pictures of your calico samples. Low quality prints on plain sheets of paper are accepted. No styling is allowed – only your garments on a mannequin or model – outfits must be seen clearly from the front and from the back.
8. Your Collection: A comment on the concept of your collection, with material and/or images which have inspired the collection. This can also be in the form of a Mood Board.
9. Sketches of the collection:
10. You must submit 8 outfits/looks
11. Number all of your sketches (printed/drawn in colour) from 1 to 8 and label them with your name, surname and label name.
12. Include complete technical descriptions with colours and fabric details (please include samples/swatches) on the reverse side of each sketch.

Things to keep in mind:

Your portfolio must not be longer than 10 pages (excluding 8 collection sketches). Personalized material in different formats is accepted, but only as additional material. Remember to send high quality material! Sketches, photos, anything from your portfolio could be published on the SA Fashion Week website and social networks, or used in the press!

Please note that the evaluation will take into account the style and the aesthetic value of your portfolio. **Remember the finalists' portfolios will remain property of SA Fashion Week, but the intellectual property will certainly remain yours. It will in no case be returned.**

5. GARMENTS ENTERED

- The collections registered in SAFW Sunglass Hut New Talent Search, may not be submitted or associated with any other fashion competition taking place in South Africa during 2016.
- The collection must be ladies wear.
- There are no prefixed styles or categories, and the season must be: **WINTER**
- The majority of your collection has to be made from **natural fabrics**. Fabrics 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.
- **All garments developed by finalists must be the following sizes:**
 - To fit a standard size 34 model perfectly. Please note that there will not be any fittings before the show.
 - Shoe sizes will only be provided by the show coordinator once models have been selected approximately 2 weeks before the show.
 - In case of selection, the outfits will have to be made in total accordance with the sketches and technical details presented.
 - Correct and accurate execution of outfits is essential, and if reckoned to vary greatly from the enrolled shapes and designs, the selected contestant will be disqualified.

6. RESPONSIBILITIES & PARTICIPATION

- By enrolling in the SAFW Sunglass Hut New Talent Search you guarantee the authorship of your project. Should you be found guilty of plagiarism, you will be automatically disqualified. SA Fashion Week takes no responsibility for accusations of plagiarism coming from third parties. The applicants will retain copyright of the enrolled collection.
- SA Fashion Week (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 submissions, 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 New Talent Search finalist, contestants are required to carry out all further arrangements (transport, etc.) and other obligations timeously.
- The SAFW Sunglass Hut New Talent Search is handled exclusively by SA Fashion Week cc - which reserves the right to rule on any issue pertaining to the competition and not covered by these entry requirements.
- Flights, accommodation and transport will not be provided for finalists or semi-finalists.

7. REGISTRATION

You must register online before **24 June 2016**. Follow the link: <http://www.safashionweek.co.za/?cat=151>

Should you experience any technical difficulties contact:

(T) 011 442 7812

(E) info@safashionweek.co.za

All materials must reach the SA Fashion Week offices no later than **Friday, 30 June 2016**. Finalists will have 9 weeks to produce an 8-look competition collection based on their theme.

8. DEADLINES

- **24 June 2016:** Online registration closes
- **30 June 2016:** Portfolio submission date
- **7 July 2016:** Portfolio judging and semi-finalist selection (in Johannesburg, Gauteng)
- **18 July 2016:** Semi-finalists short biography & inspiration (100 words), profile image and logo submitted
- **13 September 2016:** Final 8 garments submitted for judging to the SA Fashion Week Office
- **20 – 24 September 2016:** SA Fashion Week (program to be released 10 August 2016) and announcement of winner
- **26 – 27 September 2016:** SAFW Fashion Trade Event

9. ENTRY REQUIREMENTS

Entries/Portfolio's to be delivered to:

SA Fashion Week Office

2nd Floor, Design District
Corner 7th and Keyes Avenues
Rosebank
2196

or

SA FASHION WEEK

PO BOX 647
Parklands
Johannesburg
2121

ALL ENTRIES MUST BE MARKED FOR THE ATTENTION OF SHIELA MOKHOABANE

- Online registration closes **24 June 2016**. All portfolio's need to be sent to the SAFW Offices before **30 June 2016**
- All entry portfolios must be collected from the SAFW Offices after the semi-finalists have been announced. If your entry is to be collected, this must be stipulated on your entry. SAFW will not be responsible for the return of any entries via post, unless the designer includes/supplies self-addressed, pre-paid, return packaging, which is clearly marked.

10. QUESTIONNAIRE

Please ensure that you use the questions listed below as a **guideline** in formulating your portfolio that you will be submitting. You are welcome to add any 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 and what is your following?
 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 1 – 10 years?
 - 13. Your Collection Concept/Inspiration:**
 14. Include a comment on the concept/inspiration of your collection, with material and/or images which inspired the collection. This can also be in the form of a Mood Board.
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THANK YOU & GOOD LUCK!