

Marvel Media Release
For immediate release:

2015 MARVEL FASHION-HERO SEARCH IS OPEN



FASHION DESIGNERS ACROSS THE CONTINENT INVITED TO SHOWCASE DESIGNS AT SA FASHION WEEK

Johannesburg; 3 December 2014; Marvel Africa, in association with SA Fashion Week, today announced that entries are now open for the **2015 Marvel Fashion-Hero Search**. In a first of its kind, five up-and-coming designers from across the African continent will be given the chance to create their own fashion lines, completely inspired by Marvel's iconic **Avengers** characters.

Once completed, the designs will be showcased at SA Fashion Week Spring/Summer 2015 from 18 March 2015 in Johannesburg, as well as the SA Fashion Week Buyers Lounge from 21 March 2015. Utilizing Marvel's Iron Man, The Incredible Hulk, Captain America, Black Widow and Thor characters, portfolio submissions must include 18 looks, either ready-to-wear ladies- or men's-fashion.

'We are thrilled to be working with SA Fashion Week for a second time, following 2013's very successful *Inspired By Minnie* initiative with Suzaan Heyns', says Deirdre King, Head of Marketing for The Walt Disney Company Africa. 'We cannot wait to see the vibrant and trend-setting Avengers-inspired creations that the five fashion designers present.'

'Inspiration plays a hugely important role in the fashion design process, it defines the context for new and individual designs. It will be interesting for me to see how the South African as well as the African designers translate the Marvel inspiration into desirable Collections. It is a first for the African Continent - Marvel is bringing designers together that would under any other circumstances not have connected. It is the ripple effect and the potential that a project like this has, that excites me.' – Lucilla Booyzen, CEO of SA Fashion Week.

Designers are requested to log on to www.safashionweek.co.za to enter* before 5 January 2015.

The **2015 Marvel Fashion-Hero Search** kicks off celebrations for the upcoming 1 May release of ***Avengers: Age of Ultron***, the epic follow-up to the biggest Super Hero movie of all time. When Tony Stark tries to jumpstart a dormant peacekeeping program, things go awry and Earth's Mightiest Heroes, including Iron Man, Captain America, Thor, The Incredible Hulk, Black Widow and Hawkeye, are put to the ultimate test as the fate of the planet hangs in the balance. As the villainous Ultron emerges, it is up to The Avengers to stop him from enacting his terrible plans, and soon uneasy alliances and unexpected action pave the way for an epic and unique global adventure.

Starring Robert Downey Jr., Chris Evans, Chris Hemsworth, Mark Ruffalo, Scarlett Johansson and Jeremy Renner, Marvel's ***Avengers: Age of Ultron*** releases in cinemas worldwide on Friday 1 May 2015 in 3D.

-ENDS-

Notes to Editors:

- *Terms and Conditions Apply and are available on www.safashionweek.co.za

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ABOUT SA FASHION WEEK:

South African Fashion Week (SAFW) is committed to the development of the South African fashion industry and has established its position as educators and mentors in the industry, since 1997.

The vision of SAFW is to nurture an appreciation for South African fashion among consumers and to direct designers and the industry at large with a single-minded focus on *The Business of Fashion* – which can connect our industry to both local and international consumers. SA Fashion Week assists fashion designers with business networking, skill development, market research and critical fashion industry know-how. It nurtures the craft and vision of each designer, but also creates a significant marketing platform that allows designers to become successful business people with a profitable brand.

With an unwavering commitment to make a meaningful contribution to the growing fashion design industry and the country's economy, SAFW is well-placed to offer the global fashion community a uniquely South African fashion experience. The continuing mission is to help and support successful local brands bridge the gap between retailers, clothing manufacturers and textile manufacturers to engender a distinctive South African fashion culture. SA Fashion Week holds Seasonal Collections twice a year, Annual/Bi-Annual Designer Pop Up Shop(s), as well as reputable competition platforms to build and nurture emerging and established designers throughout the year. To find out more about SA Fashion Week, visit www.safashionweek.co.za or kindly contact 011 440 8366

ABOUT THE WALT DISNEY COMPANY AFRICA:

The Walt Disney Company (TWDC) is a leading diversified international family entertainment and media enterprise with five business segments: media networks, parks and resorts, studio entertainment, consumer products and interactive media group.

TWDC has been active, primarily in South Africa, for over 50 years. TWDC has three channels on the Multichoice DStv platform which operates across the continent: Disney Channel, Disney Junior and Disney XD. TWDC is the leading provider of children's TV channels in Africa. Disney is one of the top distributors of US programming in the region, and brings network series, movies and Disney-branded kids and family content to TV viewers. These include top rating US network series such as *Grey's Anatomy* and *Revenge* and *Marvel's Agents of S.H.I.E.L.D.*

Disney's film distribution arm is a leader for family movies in cinemas and on DVD and Blu Ray. Recent successes include the live action titles, *Marvel's Captain America the Winter Soldier* and *Thor 2*, which grossed R14.6 million and R22 million respectively at the Box Office in South Africa, more than 59% and 30% higher than their predecessors, *Captain America* and *Thor*. Recent animated releases include *Wreck-it Ralph*, *Planes* as well as *Frozen* – which has gone on to become the biggest Walt Disney Studios box-office success of all time in South Africa as well

as in markets like East and West Africa where it currently sits as the second-biggest animated release of all time. In 2013, audiences also welcomed the return of the Disney Classic *The Little Mermaid* to DVD and Blu Ray.

Feld Entertainment's *Disney On Ice* returns to South Africa in 2014 with *100 Years of Magic* this July in Johannesburg and Cape Town. When it debuted in 2012 with *Worlds of Fantasy*, *Disney on Ice* sold out the Coca-Cola Dome in 2012 (Africa's largest indoor arena) eight times in one weekend, an achievement never-before witnessed. To find out more about all things Disney, African kids, tweens and families can visit the dedicated website www.disney.co.za or dedicated mobisite www.disneyafrica.mobi.