



2015 MARVEL FASHION HEROES CHOSEN

SIX DESIGNERS WIN CHANCE TO BRING CREATIONS TO SA FASHION WEEK RUNWAY

Johannesburg; 05 February 2015; The Walt Disney Company Africa and SA Fashion Week announced today that six semi-finalists have been selected from across Africa through the **2015 Marvel Fashion-Hero Search**. Announced in December 2014, Fashion designers from across the continent were given the chance to create their own 15-piece **Inspired by Marvel** Collection, drawing from Marvel's iconic *Avengers* characters – Iron Man, The Incredible Hulk, Captain America, Black Widow and Thor.

A power-house judging panel assembled at SA Fashion Week (SAFW) head office to assess the portfolios and select the top applicants. The judging panel comprised of Deidre King and Adrienne Scott from the Walt Disney Company Africa, Sandy Rogers from EDCON, Annette Pringle-Kölsch from The Fashion Agent, prominent fashion blogger Thithi Ntetha from Tee Tee is with Me, and Galago designer Adhiambo Mula Lauwers. After a vigorous process, six semi-finalists were selected to develop their collections to showcase for the first time at SA Fashion Week Spring/Summer 2015 (S/S'15) Collections.

The six semi-finalists of the 2015 Marvel Fashion Hero Search include:

1. South African designer Siyabonga Ntini, from the ladies wear brand *Ralfe*
2. Zimbabwean designer Rumbidzai Madzivanyika, from the ladies wear brand *Rumbie by Rumbie*
3. South African designer Roman Handt, from the menswear label *Roman Handt*
4. Zambian designers Christina Kabamba and Donna M'shanga, from the ladies wear brand *Kamanga*
5. South African-based (Spanish-born) designer Amos Tranque, from the menswear label *Amos Tranque*
6. South-African designer Luiz Delaja, from the menswear label *M4S*



There is a huge potential for African designers to enter the marketplace, and SA Fashion Week is thrilled to be associated with this opportunity created by The Walt Disney Company Africa.

Each semi-finalist has also been afforded the opportunity to participate in the SA Fashion Week Spring/Summer 2015 Buyers Lounge from 21 March 2015. They also have the prospect of selling their designer pieces in the SAFW Edgars Designer Capsule Collections. The Walt Disney Company Africa and SA Fashion Week have been working together to establish innovative ways for creating a sustainable opportunity for designers, enabling designers to grow their brands.

“We are eagerly anticipating some truly memorable and exciting collections from the immense pool of talent showcased in the judging process,” says Deirdre King, Head of Marketing for The Walt Disney Company Africa. ‘By bringing this emerging talent together with Marvel’s *Avengers*, the sky is truly the limit for the designers to translate these iconic characters into wearable contemporary designs.”

The **2015 Marvel Fashion-Hero Search** celebrates not only the characters that have become pop-culture staples, but also the release of Marvel’s ***Avengers: Age of Ultron***, on Friday 24 April 2015 across the country. Featuring scenes shot in Johannesburg’s CBD, the film finds Earth’s Mightiest Heroes being called to stop the villainous Ultron from enacting his terrible plans – soon uneasy alliances and unexpected action pave the way for an epic and unique global adventure.

The ***Inspired by Marvel*** Collections will be showcased at SA Fashion Week Spring/Summer 2015 Collections on 21 March 2015 at 19h30.

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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 IN AFRICA:

The Walt Disney Company (TWDC), together with its subsidiaries and affiliates, 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. *Avengers: Age of Ultron* will release in cinemas in May, and is positioned to be Marvel's biggest film to date locally – The first *Avengers* film, had such an effect on the Marvel Brand that subsequent theatrical releases *Iron Man 3*, *Captain America: The Winter Soldier* and *Thor: The Dark World* grew their combined box offices by 75% above their predecessors. Recent animated features included *Planes: Fire & Rescue*, *Tinker Bell and the Legend of the Neverbeast* and *Big Hero 6*. The frenzy around *Frozen*, the biggest animated film of all time worldwide, continues with the release of a 9-minute short, *Frozen Fever*, which will play in front of the release of live-action film *Cinderella* in April. In 2014, audiences also welcomed the return of the Disney Classics *Sleeping Beauty*, *The Lion King*, *Snow White* and *Beauty and the Beast* to DVD and Blu Ray.



Feld Entertainment's *Disney On Ice* returned 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 (Africa's largest indoor arena) eight times in one weekend, an achievement never-before witnessed.

To find out more about all things Disney, kids, tweens and families can visit the dedicated website www.disney.co.za or dedicated mobisite www.disneyafrica.mobi.