



SA FASHION WEEK MENSWEAR SEMI-FINALISTS ANNOUNCED

SAFW officially launched the SAFW Menswear competition in 2014, the first of its kind in the country. The aim of the platform is to launch menswear designers into the creative fashion design industry in South Africa.

This year in phase 1 of the competition, entrants were required to submit their 10 page portfolio showcasing sketches of their future collections, providing information on the background of the label, as well providing photographs of previous collections. They were also required to supply a short business plan for their brand and a list of the stores they supplied as the aim of the competition is to assist designers with the development of their business. Entrants were judged on innovation, inspiration, collection and design.

The winner of this prestigious competition will have the opportunity to build their brands and fast forward their career with prizes to the value of R85 000:

- Representation by The Fashion Agent for 1 year valued at R 11, 400.00
- The opportunity to show a satellite Collection as part of a 3 designer package at the SA Fashion Week (SAFW) Spring/Summer 2016 season – 6 months after the SAFW Menswear competition to the value of R 14 000.00
- One free stand at the SAFW Pop Up Shop 2016 in Brooklyn Mall to the value of R 6, 000.00
- SA Fashion Week Wednesday hosted by the designer to the value of R50, 000.00
- All finalists will be granted access to the Buyers Lounge – Autumn/Winter 2016 (24 & 26 October 2015) – 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 2015 SAFW Menswear competition semi-finalists are:

- **Ageo by Arnold Phasha** – Arnold graduated from the Tshwane University of Technology in 2015 with a BTech in Fashion Design and Technology. His collection is inspired by the image of the body. The collection is aimed at human morphology research, as well as evolution and natural selection. The business aim of Ageo is to supply leading fashion stores in South Africa, as well obtaining a business partner that will invest in Ageo.
- **Alpha Climax by Cheron Dreyer** – Graduating in December 2014 from the Design Academy of Fashion, Cheron's business plan for Alpha Climax is to establish her brand within South Africa, and ultimately globally. Alpha Climax is a label that is inspired by urban living and street emotions, and combines the two into sophisticated tailored looks.
- **Rip 'n Sew by Gift Senese & Phyllis Letsholonyane** – Inspired by the heartbeat of urban life, Gift & Phyllis hope to expand their business by supplying stores and ultimately owning their own store with a full design team and factory.

- **Rogue Wear by Henni de Kock** – Rogue is a men’s apparel brand founded on the principles of high quality, innovative design and superior fit. Graduating from LISOF in 2011 with a Bachelor of Arts in Fashion, Henni is inspired by current and future technologies, merging futurism with classicism. The vision for the business is to launch an online store and build the brand through local boutiques and small retailers.
- **Influenced by Tristan Bain Venn** – After studying in Ireland for 3 years, and achieving a London City and Guilds Diploma in Fashion Design and Drafting, Tristian moved back to South Africa to develop her brand. Influenced is inspired by equality, women wanting what men have, and men wanting what women wear. Tristan’s business aspiration is to launch an online store in the years to come, exclusively stocking men’s clothing and accessories.