



SA FASHION WEEK AND SUNGLASS HUT ANNOUNCE NEW TALENT SEARCH SEMI FINALISTS

Fashion partners, Sunglass Hut and South African Fashion Week (SAFW) have selected the semi-finalists for the 2015 SAFW Sunglass Hut New Talent Search.

The talent search which identifies South Africa's hottest new talent is currently in its 17th year and headed up by Lucilla Booyzen.

Entries were reviewed after the July closing date and 7 semi-finalists were selected who will continue with the talent search process for the chance to showcase their collections and turn their talent into a successful business.

"This is not about being a famous designer - we want to know whether entrants understand the industry. Many of South Africa's most talented designers have been nurtured and identified through the New Talent search including Terrence Bray, Black Coffee, Anisa Mpungwe and David Tlale," said Dion Chang, Convenor for SAFW Sunglass Hut New Talent Search.

"The New Talent search is the only competition of its kind in the South African fashion industry and is the perfect springboard to launch SA designers. As a global fashion retailer who set the trend and are excited to part of the judging process to find SA's hottest new designer who best creatively interprets the Individualism trend. We would like to discover someone that can lead the fashion pack, not follow it. It is the individual point of view that is important in the future of fashion," comments Earl Kopeledi, Marketing Manager, Sunglass Hut SA.

The semi-finalists have a chance of winning opportunities that fast forward their business valued at R 85 000:

- 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 4 designer package at the SA Fashion Week (SAFW) Spring/Summer 2016 season – 6 months after the SAFW New Talent Search to the value of R 12, 500.00
- One free stand at the SAFW Pop Up Shop 2016 in Brooklyn Mall to the value of R 6, 000.00

- A trip to the Sunglass Hut London Fashion Week in February 2016 valued at R50 000. Sunglass Hut will provide the winner with: one return ticket, accommodation, transfers, show tickets and exhibition.
- 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 Sunglass Hut New Talent Search semi-finalists are:

- **With** by Dean Charles Hauptfleisch – After winning the SAFW Student Competition in 2014, Dean has since expanded his designing by introducing menswear to his brand. His one-year business plan is to supply boutiques, and launch successful social media platforms to create awareness. The collections are inspired by a 'Back to Basics' ethos in order to create unisex clothing and close the gap in consumers understanding in the manufacturing of clothing.
- **Somerset Jane** by Melissa Jane Somerset – inspired by street style, Somerset Jane was established as a ladieswear label in 2011. After working for a number of years in retail, Melissa Jane decided to pursue designing full time and thus the Somerset Jane brand was born. Melissa Jane was a finalist in the Lufthansa 1st Best Collections SS 2015/2016, and through her access into the SAFW Buyer's Lounge, her collection is now sold on Spree. Her business plan is to continue to grow Somerset Jane, and eventually expand the brand to Cape Town.
- **Pure Moon** by Azaria Khoza – 'Simple with a twist of clothing' is Azaria Khoza's motto for Pure Moon. Azaria classifies Pure Moon as a bridge label between contemporary and design labels. The business plan for the future is establish a solid and sustainable fashion brand that will bring change to the African fashion industry.
- **GreerKYLE** by Greer Kyle Dennison – GreerKYLE is focused at dressing strong career women who have room for fun and adventure and would like to incorporate that into their wardrobes. GreerKYLE is currently available in The Space in Rosebank, and 10% of all profits made are set aside for the GreerKYLE sustainable job creation programme.
- **Ralfe** by Siyabonga Ntini – Ralfe is womenswear label that focuses on conceptual thinking and is inspired by Siyabonga's late father Thokozane Ralf Ntini. The business plan for Ralfe is to create a new culture where fashion is focused on opinion and self-awareness as opposed to past trends. Ralfe hopes to expand into retail and focus on exclusivity.

- **IAMINONE** by Farah Iona – Farah graduated from the Xela College of Design in 2013 and has since been working on her label. Her signature collection is entitled 'The Aviary' and is inspired by birds in captivity with comparison to the nature of womanhood.
- **Mod-ish** by Wardah Safi - Wardah grew up in a Muslim household, and thus Mod-ish is inspired by the need for modest, affordable clothing. The business plan for Mod-ish is to launch an online store and supplying local and international store.

For more information follow: SAFW on social media: @safashionweek . For the latest news on Sunglass Hut's fashion week takeover and style content visit: www.innercirclesunglasshut.co.za. Follow Sunglass Hut on Twitter using @sunglasshutsa or #sunglasshutxsafw

About Sunglass Hut

www.sunglasshut.com

Sunglass Hut is the biggest sunglass specialty retailer in the world with over 2,700 retail locations. With a global reputation for premium sunglass brands, Sunglass Hut offers the latest designer brands along with outstanding customer service. Sunglass Hut stores are located throughout the United States, Canada, the Caribbean, Europe, Australia, New Zealand, Hong Kong, Singapore, Middle East and South Africa.