



28 October 2015

SA Fashion Week Scouting Menswear Competition Winner 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 judging of the competition took place last Friday, 16 October at the Crowne Plaza Johannesburg – The Rosebank, where finalists received expert advice from our esteemed panel of judges, which included Shaldon Kopman of Naked Ape, Rahim Rawjee, Kujo Baffoe and Jerri Mokgofe.

The winner of this prestigious competition is Henni de Kock of the brand Rogue Wear.

Henni has won the following prizes in order to build his brand and fast forward his career, 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

Congratulations Henni!