

1 young South African designer is heading to Berlin Fashion Week thanks to Lufthansa German Airlines!

*'Lufthansa German Airlines is proud to be the official airline partner of South African Fashion Week, for a third consecutive year. Not only is the Lufthansa 1st Best Collections a celebration of Entrepreneurship; is it also a unique opportunity to take locally-inspired fashion across the globe, connecting South Africa to fashion capitals of the world.'* - Dr. André Schulz, General Manager Lufthansa Southern Africa.

Up for grabs for this year's Lufthansa 1<sup>st</sup> Best Collections competition is a Travel Seminar to Berlin Fashion Week, sponsored by Lufthansa German Airlines. Included in this is the opportunity to attend the Premium International Fashion Trade Show in Berlin.

The Lufthansa 1<sup>st</sup> Best Collections is a showcasing platform that allows designers from the various SAFW Competitions as well as other emerging designers the opportunity to get a foot in the door of the Creative Fashion Design Industry in South Africa.

The prize includes:

- A Fashion Travel Seminar trip to Berlin Fashion Week in June 2016 - flights and accommodation paid for as well as free entry to the Berlin Fashion Week.
- A free slot at SAFW Collections Ladies wear for SS16 - an invaluable opportunity to have their brand seen by top media and buyers.
- All the finalists as well as the designers that are selected to showcase will have the opportunity to have their garments in the SAFW Fashion Trade Event, which will allow buyers, media and fashion industry leaders from across the country the chance to buy and view the collections up close.
- They will have their brand's share of SA Fashion Week's R 180 million in PR value.

Congratulations to the following semi-finalists:

- Somerse tJane by Melissa-Jane Somerset
- Lumin by Amy Liu and James Barrett-Poulsen
- Eli Ball
- Atelier Dajee – Ahmed Dajee
- Heart and Heritage by Lesley Whitter
- T'Niche by Tenisha Lourens
- Greer Kyle by Greer Kyle Dennison

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