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Heart & Heritage wins Lufthansa 1st Best Collections Award at SA Fashion Week

Last night, Johannesburg-based Heart & Heritage was crowned the Lufthansa 1st Best Collections winner for young designers at this year's SA Fashion Week. The handcrafted designs by Lesley Whitter focus on wearability, unique details, comfort, and flattering fits.

As one of the most keenly anticipated events at the SA Fashion Week, the 1st Best Collections Award is now in its fourth year of sponsorship by Lufthansa. The initiative provides the country's young emerging designers with the opportunity to showcase their collections and introduce the world to their talents. They are considered to represent the future of the local fashion industry and are selected by the SA Fashion Week board to provide greater exposure to their brands.

"Lufthansa would like to congratulate all the finalists who took part in the Lufthansa 1st Best Collections. To have been selected is a feat in itself. I was a part of the judging panel and let me tell you it was tough," says Dr. Andre Schulz, General Manager, Southern Africa, at Lufthansa. "The Heart & Heritage brand stood out from the outset. There was something about Lesley – not only did she present a confident business case and good aesthetic appeal but, she also displayed the characteristics of excellence and dedication, in line with what the Lufthansa brand stands for."

Lucilla Booyzen, Director of SA Fashion Week, added her congratulations for Heart & Home. "Once a designer has come through to this level of the Lufthansa 1st Best competition we at SAFW believe that they are ready to play an active role in the creative fashion design industry and in the retail arena, building wealth and creating jobs in South Africa.

"Lufthansa is playing a vital role in identifying and awarding the next generation of designers that will lead the SA Fashion Industry. To us, it is very important that the industry should be led by designers."

Whitter's designs are remarkable for creating beauty from the traditional process of crafting a garment from a concept. Each garment is drafted on paper, thoughtfully sampled and finally brought to life by local hands. Whitter currently has a store in the Bamboo Centre in Melville, called Convoy, and also supplies The Space Rosebank and The Space Mall of Africa.

"Winning is an absolute dream come true," says Whitter. "I am so happy and excited. To be associated with Lufthansa is amazing, as it is such an incredible brand, and I am thankful for them enabling me to have this opportunity with my brand, and to go to Berlin. I know that it is going to help me meet new customers, gain exposure, and grow my business."

“We have selected a winner who we feel is a perfect fit; someone who is not only an inspiring person but also a great designer – a 1st choice (for the winner of the 1st Best Collections),” concludes Jola Slomkowski Marketing Manager, Lufthansa, South Africa.

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The Lufthansa Group in brief

The Lufthansa Group is the world’s biggest airline group in turnover terms, and is also the market leader in Europe’s airline sector. The Group strives to be the “First Choice in Aviation” for its customers, employees, shareholders and partners. And safety, quality, reliability and innovation are the prime credentials and priorities of all its business activities.

The Lufthansa Group is divided into the three strategic areas of Hub Airlines, Point-to-Point Business and Service Companies. The Group’s network carriers, with their premium brands of Lufthansa, SWISS and Austrian Airlines, serve its home market from their Frankfurt, Munich, Zurich and Vienna hubs. With its Eurowings brand, the Group also offers short- and long-haul point-to-point services in the growing private travel market. And with its service companies, which are all global market leaders in their individual industries, the Lufthansa Group has found success in further areas of the aviation business.

The Lufthansa Group’s airlines currently (i.e. as of Winter 2015/16) serve 261 destinations in 101 countries on five continents. The Group’s total fleet comprises some 600 aircraft; and its member airlines will be taking delivery of 251 new transports between now and 2025. The Group employed around 120,000 personnel in 2015, welcomed 107.7 million passengers aboard its flights and generated sales of some EUR 24 billion in the first nine months.

The Lufthansa Group is headed by its five-member Executive Board. Carsten Spohr is Chairman & CEO; Karl Ulrich Garnadt is in charge of Eurowings and aviation services; Harry Hohmeister bears responsibility for the commercial management of the Group’s hub airlines and airports; Simone Menne is head of finance and IT; and Dr. Bettina Volkens is in charge of HR and legal affairs.

For further information please visit www.lufthansagroup.com.

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