

**SA  
FASHION  
WEEK**

● **sunglass hut**

**NEW TALENT  
SEARCH  
2017**

SA FASHION WEEK SUNGLASS HUT NEW TALENT SEARCH | 2017

## **SHOW US YOUR DREAMS**

**Are you inspired by the infinite possibility of fashion design?**

**Are you a fashion innovator with the ability to redirect trends?**

**Are you known for your individuality?**

**Do you impress your peers with your ability to construct patterns?**

**Do you want to be the next design star on the horizon?**

**Show us your talent... and we will give you the prize you deserve.**

**Can you inspire, motivate and excite us?**

The **SA Fashion Week Sunglass Hut New Talent Search** targets emerging designers with existing labels.

Semi-finalists are selected by the panel of industry-leading judges, choosing designers based on their exceptional talent and their capacity for future distinction in the fashion industry.

## **1. WHAT'S AT STAKE**

- A trip to London Fashion Week in February 2018 valued at **R 50, 000. 00**. Sunglass Hut will provide the winner with: one return ticket, accommodation, transfers, show tickets and exhibitions (please note only one person per label will be accommodated).
- Representation by The Fashion Agent for 1 year valued at **R 11, 400.00**
- The winner will be a part of the 2018 New Talent Search show one year later, valued at **R 12, 500.00**.
- All finalists will be granted access to the SAFW Trade Event – Autumn/Winter 2018 – valued at **R 3, 420.00**, to engage with buyers and conduct market research for their own brands during the three days.
- The winner will receive one free stand at the SAFW Designer Pop Up Shop 2018 in Brooklyn Mall, valued at **R 6, 000.00**.
- **Total value of prize: ± R 85, 000. 00**

## **2 . ELIGIBILITY**

### **Who can enter?**

- Designers who are working towards establishing their brands in the South African Creative Fashion Industry.
- Designers that have not been in business for more than seven years.
- Designers with a fashion design diploma or degree or five years design experience.
- Previous SAFW New Talent Search Finalists can enter for a second time.
- This is a ladies wear specific competition - no menswear designs will be accepted.
- The competition is open to SA Citizens only.
- **Previous winners cannot enter again.**

## **3. INSTRUCTIONS**

### **PHASE 1**

- Designers must complete an online entry form on the SAFW website and download the full competition brief.
- Designers must prepare a 10-page portfolio on their brand as well as a mood board and sketches of their Autumn/Winter 2018 collection – 8 looks.
- In July, a panel will view all portfolios submitted and select the semi-finalists.

### **PHASE 2**

- Semi-finalists selected will have to produce an 8-look collection that must be presented for final judging on the 18 October 2017.
- Finalists will be chosen to showcase their collection at the SA Fashion Week Autumn/Winter '18 Collections, on 24 October 2017, where the winner will be announced.

- Should you not be shortlisted to show at the finals, you will still receive complimentary access to the SAFW Trade Event (26 – 28 October 2017), providing you with the opportunity to conduct market research, amongst 40 other designers and over 60 buyers from across the country.

#### **4. PORTFOLIO PREPARATION**

An online registration form must first be completed - [www.safashionweek.co.za](http://www.safashionweek.co.za). Make sure you complete this and submit to SAFW before **21 July 2017** to secure your registration.

All material must be accurately collected in a single portfolio, in the following order:

1. CV/Resume □ presented in English
2. Copy of ID
3. Copy of your diploma or degree
4. Submit a portfolio of your label: You will find a list of questions to answer about your label attached at the back of the brief. Please ensure that you use the questions listed as a guideline in formulating your portfolio. You are welcome to add any information/visuals to enhance your portfolio.
5. Photographs of previous collection outfits: **Photographs are mandatory; your application will not be accepted without providing photographs.** You may send pictures of your calico samples. Low quality prints on plain sheets of paper are accepted. No styling is allowed – only your garments on a mannequin or model – outfits must be seen clearly from the front and from the back.
6. Your Collection: Comment on the concept of your collection, with material and/or images which have inspired the collection. This can also be in the form of a Mood Board.
7. Sketches of the collection:
  - 7.1) You must submit **8 outfits/looks**
  - 7.2) Number all your sketches (printed/drawn in colour) from 1 to 8 and label them with your name, surname and label name.
  - 7.3) Include complete technical descriptions with colours and fabric details (please include samples/swatches) on the reverse side of each sketch.

#### **Things to keep in mind:**

Your portfolio must not be longer than 10 pages (excluding 8 collection sketches). Personalized material in different formats is accepted, but only as additional material. Remember to send high quality material! Sketches, photos, anything from your portfolio could be published on the SA Fashion Week website and social networks, or used in the press!

Please note that the panel will consider the style and the aesthetic value of your portfolio. **Finalists' portfolios will remain the property of SA Fashion Week, but the intellectual property will certainly remain yours. It will in no case be returned.**

## **5. GARMENTS ENTERED**

- You must submit **8 outfits / looks**.
- The collections registered in SAFW Sunglass Hut New Talent Search, may not be submitted or associated with any other fashion competition or fashion week platform taking place in South Africa during 2017.
- The collection must be ladies wear.
- There are no prefixed styles or categories, and the season must be: **WINTER**.
- Most of your collection must be made from **natural fabrics**. Fabrics can be reworked, printed, dyed, cut-out, appliquéd, treated, deconstructed, embroidered, beaded etc. Judges will give special preference to natural fabrication covering the bases of your collection.
- **All garments developed by finalists must be the following sizes:**
  - To fit a standard size 34 model perfectly. Please note that there will not be any fittings before the show.
  - Shoe sizes will only be provided, by the show coordinator, once models have been selected approximately 2 weeks before the show.
  - In case of selection, the outfits will have to be made in total accordance with the sketches and technical details presented.
  - Correct and accurate execution of outfits is essential, and if reckoned to vary greatly from the enrolled shapes and designs, the selected contestant will be disqualified.

## **6. RESPONSIBILITIES & PARTICIPATION**

- By enrolling in the SAFW Sunglass Hut New Talent Search, you guarantee the authorship of your project. Should you be found guilty of plagiarism, you will be automatically disqualified. SA Fashion Week takes no responsibility for accusations of plagiarism coming from third parties. The applicants will retain copyright of the enrolled collection.
- SA Fashion Week (SAFW) reserves the right to disqualify any contestant at any time if they do not respect the terms and conditions of the entry requirements. Whilst every effort is made to ensure the safety of all submissions, SAFW cannot be held responsible for any damage/theft of garments or designs that may occur during transport, selections or during the finals at SA Fashion Week. If selected as a SAFW New Talent Search finalist, contestants are required to carry out all further arrangements (transport, etc.) and other obligations timeously.
- The SAFW Sunglass Hut New Talent Search is handled exclusively by SA Fashion Week CC - which reserves the right to rule on any issue pertaining to the competition and not covered by these entry requirements.
- Flights, accommodation and transport will not be provided for finalists or semi-finalists.

## **7. REGISTRATION**

You must register online before **21 July 2017**. Follow the link: <http://www.safashionweek.co.za/?cat=151>

Should you experience any technical difficulties contact:

(T) 011 442 7812

(E) [info@safashionweek.co.za](mailto:info@safashionweek.co.za)

All materials must reach the SA Fashion Week offices no later than **Friday, 28 July 2017**. Finalists will have 11 weeks to produce an 8-look competition collection based on their theme.

## **8. DEADLINES**

- **21 July 2017:** Online registration closes
- **28 July 2017:** Portfolio submission date
- **2 August 2017:** Portfolio judging and semi-finalist selection
- **31 August 2017:** Semi-finalists short biography & inspiration (100 words), profile image and logo submitted
- **18 October 2017:** Final 8 garments presented during a judging/fitting (in Johannesburg)
- **24 October 2017:** SA Fashion Week Autumn/Winter 18 and announcement of winner
- **26 – 28 October 2017:** SAFW Fashion Trade Event

## **9. ENTRY REQUIREMENTS**

Entries/Portfolio's to be delivered to:

### **SA Fashion Week Office**

2<sup>nd</sup> Floor, Design District  
Corner 7<sup>th</sup> and Keyes Avenues  
Rosebank  
2196

or

### **SA FASHION WEEK**

PO POX 647  
Parklands  
Johannesburg  
2121

### **ALL ENTRIES MUST BE MARKED: NEW TALENT SEARCH**

- Online registration closes **21 JULY 2017**. All portfolios need to be sent to the SAFW Offices before **28 JULY 2017**
- All entry portfolios must be collected from the SAFW Offices after the semi-finalists have been announced. If your entry is to be collected, this must be stipulated on your entry. SAFW will not be responsible for the return of any entries via post, unless the designer includes/supplies self-addressed, pre-paid, return packaging, which is clearly marked.

## **10. QUESTIONNAIRE**

Please ensure that you use the questions listed below as a **guideline** in formulating your portfolio that you will be submitting. You are welcome to add any information/visuals to enhance your portfolio.

1. What is the name of your brand?
  2. How long have you been in business for?
  3. What is your design style?
  4. Describe your brand in no more than 150 words.
  5. Where did you study?
  6. What is your fashion background (short CV)?
  7. Who is your target market?
  8. What are your price points (wholesale and retail)?
  9. Do you currently supply any stores? If yes, which stores? (store name and location)
  10. Do you make use of social media? If yes, what are your twitter/Instagram etc. handles, website & Facebook URL's and what is your following?
  11. Have you showcased your work before? If yes, list the year, season you showcased and the platform you made use of.
  12. Where do you see your brand going in the next 1 – 5 years and 1 – 10 years?
  - 13. Your Collection Concept/Inspiration:**
  14. Include a comment on the concept/inspiration of your collection, with material and/or images which inspired the collection. This can also be in the form of a Mood Board.
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**THANK YOU & GOOD LUCK!**