

## **SAFW Scouting Menswear in association with GQ Magazine**

Semi- Finalists Announced.

One of the most difficult challenges for a start-up designer today, is the breakthrough to retail. A sure way for designers to fast track their careers is through entering fashion competitions.

In 1953, Yves Saint Laurent, age 18 and Karl Lagerfeld, age 21 received the first Woolmark prize, now in its 50th year, in Paris.

Fashion Competitions push young businesses into the media spotlight, which then leads to social media share of voice and in turn has an immediate effect on the growth of a young label.

SA Fashion Week's Competitions are an undeniable springboard for young designers. The aim of SA Fashion Week Competitions is to assist talented designers, with the potential for commercial growth, to start making the transition from a developing creative to a sustainable business, that can play a role in the Creative Fashion Industry, create jobs, wealth and contribute to the GDP of the country.

Now in its fourth year, SAFW Scouting Menswear in association with GQ Magazine runs in conjunction with Spring/Summer 2017 Collections

GQ Magazine, South Africa's premiere menswear publication, is known for introducing new designers and labels to the nation's most discerning men. Together SA Fashion Week and GQ Magazine 'speak to all sides of the male equation' and takes the designers collections from the runway of SA Fashion Week to the pages of GQ South Africa.

SAFW Scouting Menswear in association with GQ Magazine is open to fashion designers who have been in business for no more than 10 years and who are working towards establishing their brands in the South African fashion industry. These designers must have a formal fashion design qualification or 5 years fashion design experience.

The winner will be given the opportunity to showcase his collection at SAFW Spring/Summer 17 (March 2017) and at SAFW Autumn/Winter 2018 (October 2017). He will also receive access to the SAFW Designer Pop Up Shop in August 2017 and media coverage from GQ South Africa – this prize is worth R21 200 – 00 excluding the value of coverage in GQ.

All finalists get the chance to showcase their collections on the SAFW Spring/Summer 2017 runway.

Semi-finalists will receive complimentary access (worth R4 000) to the SAFW Trade Event, from 30 March to 1 April 2017, where the designers will have the opportunity to engage with buyers and media from across South Africa, in order to fast-track their brands into the SA fashion industry.

The first-round judging of Scouting Menswear in association with GQ Magazine took place last week.

The judges were:

Kojo Baffoe – Director of Project Fable

Rahim Rawjee – Row-G

Jerri Mokgofe – According to Jerri

Jacques Van der Watt – Black Coffee Designer

Olé Ledimo – House of Olé Designer

The following labels have been selected as semi-finalists:

**Matthias M Matthee by Matthias Matthee** – A Collection inspired by North Africa and the Middle East.

**N.O.T.E Clothing by Elias Sibata** – A fashion label for the man who wants to be an individual.

**Originally Kasified Clothing by Muzi Mabena** – A label inspired by African tradition from culture to religion, arts and craft.

**Bayanda Khatini by Bayanda Khatini** – Telling the story of being African; giving you a sense of belonging to Africa.

**Zamazwazi by Zamaswazi** – Drawing inspiration from vintage golf.

**Leaf Lethare by Lesego Molokoane** – The idea and inspiration behind his collection is to tell a story from three key timeous points, which are represented by various shapes of triangles.

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