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SAFW in Association with GQ Magazine, Winner Announced

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.

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.

As one of the most keenly anticipated events at SA Fashion Week, SAFW in association with GQ Magazine provides the country's 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.

SAFW Scouting Menswear in Association with GQ Magazine designers were identified by their innovation, strong design aesthetic and being on trend. After months of preparations and hard work designer Coenraad de Mol has come out victorious as the 2017 winner.

De Mil has won the opportunity to take part at SAFW Autumn/Winter 2018 (October 2017).

De Mil will also be taking part in the SAFW Trade Event which is an opportunity for media and buyers to have a closer look at his collection. De Mil also receive access to the SAFW Designer Pop Up Shop in Brooklyn Mall in August 2017, media coverage from GQ South Africa, and will show at SAFW Spring Summer 2018 Collections.

Please contact media@safashionweek.co.za/ 011442 7812 for more information.