



PRESS RELEASE
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SUNGLASS HUT ANNOUNCES NEW TALENT SEARCH 2017

As the definitive destination for the latest trends in premium eyewear with over 3000 retail spaces worldwide, Sunglass Hut has earned its credit for being at the forefront of fashion. As the curators of Luxury Fashion eyewear Sunglass Hut established a relationship with SAFW to support the local fashion industry in promoting up and coming design talent.

The highlight for Sunglass Hut's partnership with SA Fashion Week is the New Talent Search. Created by SA Fashion Week director, Lucilla Booyzen, the search is a platform for young designers to prove their ability to create a Collection that achieves the fine balance between commercial and aesthetic appeal.

"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. It pushes 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", says Booyzen.

"It is our 3rd year partnering with SAFW and based on the growing number of entries year on year it is clear that this relationship has driven major interest and is a key platform aiding the development of South African fashion. We have been privileged and humbled by the opportunity to invest and help nurture the undoubted talent we have in this country" Earl Kopeledi, Marketing Manager for Sunglass Hut SA

The prize that will put the New Talent Search winner on the map includes:

- Representation by The Fashion Agent for 1 year
- Show a collection at SA Fashion Week Spring/Summer 2017
- Access to SA Fashion Week Fashion Trade Event and Pop-Up shop
- A trip to London Fashion Week, which includes a return ticket, accommodation, transfers and access to shows/exhibitions

For more details on the Sunglass Hut New Talent Search 2017, please visit:

<http://www.safashionweek.co.za>

For more information on SA Fashion Week please contact:

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About Sunglass Hut
www.sunglasshut.com

Sunglass Hut is the biggest sunglass specialty retailer in the world with more than 3000 retail locations. With a global reputation for premium sunglass brands, Sunglass Hut offers the latest designer brands along with outstanding customer service. Sunglass Hut stores are located throughout the United States, Canada, the Caribbean, Latin and South America, Europe, Australia, New Zealand, Hong Kong, Singapore, Middle East and South Africa.