

MEDIA RELEASE

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SA FASHION WEEK ANNOUNCES STUDENT COMPETITION FINALIST 2018

SA Fashion Week Competitions are not only about winning the prizes. They play a key role in motivating students to develop their ideas and skills. It gives them a chance to gain substantial experience and the opportunity to analyse and evaluate the outcomes and uncover personal aptitude. It assists talented designers, with the potential for commercial growth, to start making the transition from a developing creative to a sustainable business.

With the SAFW Student Competition, we called upon the students from 32 fashion institutions to submit their garments. This is an entry point, the first contact the fashion students have with the media, consumers and buyers. Spotlighting the designers at such an early stage of their careers give SAFW the opportunity to nurture the talent, making sure that they stay connected.

The brief:

LEADING THE SLOW DOWN OF FAST FASHION IN SOUTH AFRICA – we asked final year fashion students to look beyond the 'immediate' in Fashion Design as the theme for the 'Look beyond the short term' 2018 SAFW Student Competition.

The most important aspect of this competition is the process, the journey and the lessons learnt on the way.

Our 2018 SAFW Student Competition Finalists are:

Jacques Bam - LISOF

Leonie Bianca Mungalam - Vega Durban

Michael Peter Reid - Villioti Fashion Institute

Nasreen Paruk - Durban University of Technology

Ntokozo Khuzwayo - Durban University of Technology

Lorenza Nicholas - University of Pretoria

Katekani Moreku - Durban University of Technology

Comien Du Plessis - Elizabeth Galloway Stellenbosch

Martin S. Khumalo - Durban University of Technology

Ilke du Toit - Elizabeth Galloway Stellenbosch

Congratulations to winner Jacques Bam of LISOF, Pretoria, who has won himself VIP invitations to all the shows at SAFW AW19 and a cash prize of R5000.

See the finalist's designer garments exhibited during the SA Fashion Week's 21year Celebration Exhibition featuring over 70 garments designed for the Collections from 1997. The 21year Celebration Exhibition will take place during the AW19 Collections from the 23rd to the 27th October on the Protea Court Rooftop at Sandton City, Johannesburg.

For more information on SA Fashion Week please contact:
Sandy Kass – 011 442 7812
media@safashionweek.co.za