

SA FASHION WEEK NEW TALENT SEARCH | 2019

BRIEF: Shaping the future of Sustainable Fashion

- Consider fabrics that have the least impact on environment
- No synthetic fabrics
- Fur and leather free
- Use of crafting techniques
- Up-cycling of fabric scraps, end-of-roll, damaged textiles, sample fabrics
- Consider reconstruction of existing garments
- Zero-waste cutting such as draping, knitting or using a zero-waste pattern
- Use of recycled and recyclable materials for your storyboard submission
- Provide consumer care instructions to lengthen garment's longevity
- Create a timeless and trans-seasonal Collection

Video Reference: <https://www.futurelearn.com/courses/sustainable-fashion/0/steps/13529>

Base your designs on 2020 world trends by combining contemporary shapes, styles and construction with your inspiration and design talent.

Research Sustainable Fashion to make sure you understand it in a way that you can live it and play a role in shaping the future of Sustainable Fashion.

The SA Fashion Week New Talent Search is open to SA ladieswear designers whose businesses are based in South Africa. All designer applicants must supply a minimum of one store (this can include own store or online store) and must be under ten years in business to qualify to enter.

Semi-finalists are selected by the panel of industry-leading judges, choosing designers based on their talent, their ability to follow the brief and their capacity to supply more stores.

1. WHAT'S AT STAKE

- R30 000-00 towards developing your SS21 Collection in collaboration with The Fashion Agent
- Representation by The Fashion Agent for 1-year valued at R11 400-00
- The winner will be part of the 2020 New Talent Search show one year later, valued at R12 500-00
- The winner will receive one free stand at the SAFW Designer Pop-Up, valued at R 6 000-00
- Total value of prize: ± R60 000-00
- All finalists will receive a free stand at the SS20 Trade Show where they can do market research and sell to boutiques, departmental stores and online stores

2. ELIGIBILITY – Who may enter?

1. Designers who are working towards establishing their brands in the South African Creative Fashion Industry
2. Designers who have not been in business for more than ten years
3. Designers with a fashion design diploma or degree or five years design experience
4. Previous SAFW New Talent Search Finalists can enter for a second or third time
5. This is a ladieswear competition - no menswear designs will be accepted
6. The competition is open to SA Citizens only
7. Previous winners cannot enter again

3. INSTRUCTIONS

PHASE 1

- Designers must complete the online entry form on the SAFW website and download the full competition brief
- All online entries must be received on the **16th July – end of day – 17h00**
- Designers must prepare a 10-page portfolio/storyboard on their brand as well as a moodboard and sketches of their 2019 Collection – 7 looks
- All submissions must be presented on sustainable material
- **30th July 2019** – deadline for all portfolio/storyboards to be at SA Fashion Week Head Office in Johannesburg
- **06th August 2019** – a panel of judges will view all portfolios submitted and select the semi-finalists

PHASE 2

- Semi-finalists selected will have to produce a 7-look Collection that must be ready for fitting on the **16 October 2019**
- **The fitting will take place at SAFW Head Office – full Collection including shoes and accessories**
- **Any Collection that is not complete by then will be disqualified**
- Final judging to take place on the morning of the **23rd October 2019** at the SAFW show venue
- The winner will be announced at the New Talent Search showcase that evening

4. PORTFOLIO PREPARATION

An online registration form must first be completed - www.safashionweek.co.za. Make sure you complete this and submit to SAFW before end of day on the 16th July to secure your registration.

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

1. CV/Resumé presented in English
2. Copy of I.D.
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 below. 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 moodboard
7. Sketches of the Collection:
 - 7.1) You must submit 7 outfits/looks
 - 7.2) Full description of how you have incorporated the brief of Sustainable Fashion in each look
 - 7.3) Number all your sketches (printed/drawn in colour) from 1 to 7 and label them with your name, surname and label name
 - 7.4) Include complete technical descriptions with colours and fabric details (please include samples/swatches) on the reverse side of each sketch

Things to bear in mind ...

Your portfolio must not be longer than 10 pages (excluding seven Collection sketches). Personalized material in different formats will be 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 7 outfits / looks
- The Collections registered SAFW New Talent Search, may not be submitted or associated with any other fashion competition or fashion week platform taking place in South Africa during 2019/2020
- The Collection must be ladieswear
- There are no prefixed styles or categories
- **Your Collection must be made from sustainable fabrics. Fabrics can be reworked, upcycled, printed, dyed, cut-out, appliquéd, treated, deconstructed, embroidered, beaded, etc.**
- All garments developed by finalists must be the following sizes:
 - To fit a standard size 34 model perfectly
 - Shoe sizes will only be provided, by the Show Coordinator, once models have been selected approximately 4 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

1. By enrolling in the SAFW 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

2. 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

3. The SAFW 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

4. Flights, accommodation and transport will not be provided for finalists or semi-finalists. Should you not be based in Johannesburg you will have to pay for your own flights to the fitting and the show

7. REGISTRATION

You must register online before end of day on the 16 July 2019. Follow the link:

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

Should you experience any technical difficulties contact Jo-Leen:

(T) 011 442 7812

(E) info@safashionweek.co.za

8. DEADLINES

16 July	:	Online registration closes at 17h00
30 July	:	Portfolio submission deadline
06 August	:	Portfolio judging and semi-finalist selection at SAFW
16 October	:	Fitting at SAFW Head Office in Johannesburg
23 October	:	Final Collection (7 looks) presented during final judging – at the venue – time to be confirmed
23 October	:	SA Fashion Week New Talent Search showcase and announcement of winner
23 – 26 October	:	SAFW Trade Show

9. ENTRY REQUIREMENTS

Portfolios to be delivered to:

SA Fashion Week

2nd Floor

Design District

Corner Tyrwhitt and Keyes avenues

Rosebank

2196

ALL ENTRIES MUST BE MARKED – NEW TALENT SEARCH

All entry portfolios must be collected from the SAFW Offices after the semi-finalists have been announced. SAFW will not be responsible for the return of any entries via post.

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. Motivate your sustainability model
6. Where did you study?
7. What is your fashion background (short CV)?
8. Who is your target market?
9. What are your price points (wholesale and retail)?
10. Do you currently supply any stores? If yes, which stores? (store name and location)
11. Do you make use of social media? If yes, what are your Twitter/Instagram, etc. handles,

website and Facebook URL's and what is your following?

12. Have you showcased your work before? If yes, list the year, season you showcased and the platform you made use of
 13. Where do you see your brand going in the next 1 – 5 years and 1 – 10 years?
 14. Your Collection Concept/Inspiration – 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 MoodBoard
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