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CAPE WOOLS SA IN PARTNERSHIP WITH SA FASHION WEEK OPENS THE 2018 CAPE WOOLS SA DESIGNER CHALLENGE

Cape Wools SA, in partnership with SA Fashion Week, announced the opening of the 2018 Cape Wools SA Designer Challenge. This is the second year that top South African designers will compete.

The competition will be known as the Cape Wools SAFW Designer Challenge 2018.

Two designers, one ladies wear and one menswear, will be selected by a panel of international judges, to showcase their collections for two seasons at SA Fashion Week, presenting a Winter and Summer collection respectively.

As prize, the two designers will win a travel seminar to the “Making It In Textiles” Conference in Bradford, UK, during October, with flights and accommodation fully paid.

Louis de Beer, General Manager at Cape Wools SA, says, “This competition is going from strength to strength and SA Fashion Week is the perfect partner to support South African design talent through wool.”

The competition will run for 4 months and will allow top South African designers the opportunity to design and produce their Autumn/Winter '19 Collections, including ladies and menswear in collaboration with Cape Wools SA.

Louis de Beer said that designers love to work with wool due to its beautiful drape and soft handle, which is always appreciated by their discerning customers.

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ABOUT SA FASHION WEEK

SA Fashion Week is the optimal platform for designers to start, develop and grow their businesses. It is the key voice of fashion in South Africa, recognizing the power our diversity holds in this sector, which is one of the most socially inclusive SA industries. Over the past 20 years, SA Fashion Week has brought the creative fashion design industry together. They share their collective industry knowledge and provide sustainable marketing platforms, taking high-end designs from the design studio into the retail environment.

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ABOUT CAPE WOOLS SA

Cape Wools SA is based in Port Elizabeth. It is the wool industry representative with the purpose of creating wealth in wool for the greater good of the wool industry.

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ABOUT MAKING IT IN TEXTILES (MiiT)

A collaboration between The Campaign for Wool, the Clothworkers Company, The Drapers Company and the Weavers Company, provides a two-day conference where educational institutions and the UK textile manufacturing industry meet students who are interested in a career in the industry.

The MiiT conference aims to inform delegates of the practical workings of the industry through shared insights by various industry experts. It focuses on weaving and finishing, printing as well as the opportunities within the sector.

This is a one of a kind event aimed at promoting the interests of the wool industry.

BENEFITS OF MERINO WOOL

Merino wool is a natural fibre and adapts to the temperature it is worn in. It repels odours and dirt and the modern wool garments are washable and easy care. The fibre is totally biodegradable, and the garment will disintegrate completely once discarded, becoming part of the earth it was harvested from. Merino wool is a renewable source and designers are now even making recycled wool items from old, discarded clothing, making it even more eco-friendly.

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