



## **SA FASHION WEEK NEW TALENT SEARCH | 2021**

### **SHOW US YOUR PRINT**

**Printing has become an integral part of fashion design.**

**Your consumers want something different now, they want something unique.**

### **BRIEF:**

#### **CHANGING HOW WE LOOK AT FABRIC DESIGN WITHIN FASHION DESIGN**

- Consider fabrics that have the least impact on the environment
- Natural linen, cotton, and sustainably sourced fabrics.
- Fur and leather-free
- Your Design must include print on at least 50% of the garments
- Zero-waste cutting such as draping, knitting, or using a zero-waste pattern
- Provide consumer care instructions to lengthen the garment's longevity
- Create a timeless and trans-seasonal Collection

Base your designs on 2021 world trends by combining contemporary shapes, styles, and construction with your inspiration and design talent.

Research Slow 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 ladieswear designers whose businesses are based in South Africa. All designer applicants must supply a minimum of one store (this can include your 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

- R20 000-00 towards developing your SS22 Collection
- The winner will be part of the 2022 New Talent Search shared 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
- The total value of prize: ± R45 500-00
- All finalists will receive a free stand at the SS21 Trade Show where they can do market research and sell to boutiques, departmental stores, and online stores

## 2. ELIGIBILITY – Who may enter?

- Designers who are working towards establishing their brands in the South African Creative Fashion Industry
- Designers who have not been in business for more than ten years
- Designers with a fashion design diploma or degree or five years of design experience
- Previous SAFW New Talent Search Finalists can enter for a second or third time
- This is a ladieswear competition - no menswear designs will be accepted
- The competition is open to SA Citizens only
- 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 registration deadline is on the **8th January – end of day – 17h00**
- Designers must prepare a portfolio/storyboard no longer than 10 pages, on their brand as well as a mood board and sketches of their 2021 Collection – 7 looks
- **15 January** is the deadline for all electronic portfolio/storyboards to be presented
- **21st January** – a panel of judges will view electronic portfolios submitted and select the semi-finalists
- **27th January** – semi-finalists announcement



## **PHASE 2**

- Semi-finalists selected will have to produce a 7-look Collection that must be ready for fitting on the **18th March 2021**
- **You will be notified of the fitting venue where a full Collection including shoes and accessories must be presented to the judging panel for final judging**
- **Any Collection that is not complete by then will be disqualified**
- The winner will be announced at the New Talent Search showcase on the **29th of April 2021**

### **4. PORTFOLIO PREPARATION**

An online registration form must first be completed - [www.safashionweek.co.za](http://www.safashionweek.co.za). Make sure you complete this and submit to SAFW before end of day on the **8th of January** to secure your entry.

All material for your electronic portfolio submission must be accurately collected in a single document, 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. 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. 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 mood board
7. Sketches of the Collection:
  - a. You must submit 7 outfits/looks
  - b. Full description of how you have incorporated the brief of Sustainable Fashion in each look
  - c. Number all your sketches (printed/drawn in colour) from 1 to 7 and label them with your name, surname, and label name
  - d. Include complete technical descriptions with colours and fabric details (please include samples/swatches) of each sketch



### Things to bear in mind ...

Your portfolio must not be longer than 10 pages (excluding seven Collection sketches).

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.

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. QUESTIONNAIRE – THIS SHOULD BE THE INTRODUCTION TO YOUR ELECTRONIC PORTFOLIO ENTREE

Please use our points below as headings in answering the questionnaire. You are welcome to add any information/visuals to enhance your portfolio.

- What is the name of your brand?
- How long have you been in business?
- What is your design style?
- Describe your brand in no more than 150 words
- Motivate your sustainability model
- Where did you study?
- What is your fashion background (short CV)?
- Who is your target market?
- What are your price points (wholesale and retail)?
- Do you currently supply any stores? If yes, which stores? (store name and location)
- 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?
- Have you showcased your work before? If yes, list the year, and the season you showcased, and the platform you made use of
- Where do you see your brand going in the next 1 – 5 years and 1 – 10 years?
- Your Collection Concept/Inspiration – include a comment on the concept/inspiration of your Collection, with material and/or images that inspired the Collection. This can also be in the form of a mood board



## **6. 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 2020/2021
- The Collection must be ladieswear
- There are no prefixed styles or categories
- 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

## **7. 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 the 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 flights to the fitting and the show



## 8. REGISTRATION

You must register online before end of day on the **8th of January**. Follow the link:

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

Should you experience any technical difficulties contact Leeroy: content@safashionweek.co.za

## 9. DEADLINES

- **8<sup>th</sup> of January** : Online registration closes at **17h00**
- **15<sup>th</sup> of January** : Portfolio submission deadline
- **21<sup>st</sup> of January** : Portfolio judging and semi-finalist selection at SAFW
- **27<sup>th</sup> of January** : **Finalists announced**
- **18<sup>th</sup> of March** : Fitting and first Collection judging at SAFW in Johannesburg
- **26<sup>th</sup> of March** : **Garment delivery – The Mall of Africa**
- **29 to 31 March** : Final Collection (7 looks) presented during final judging – at the venue – time to be confirmed
- **29<sup>th</sup> of April** : SA Fashion Week New Talent Search showcase and announcement of the winner

## 10. ENTRY REQUIREMENTS

Electronic Portfolios to be sent to: [content@safashionweek.co.za](mailto:content@safashionweek.co.za)

### **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.**