

Discovering young designers with the SAFW New Talent Search

 By [Ruth Cooper](#)

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South African Fashion Week (SAFW) will be showcasing 53 2018 autumn/winter collections at the Sandton City Rooftop in Johannesburg on 24 October 2017. Kicking off the week is the [Sunglass Hut New Talent Search](#), an initiative to help jump start the careers of aspiring fashion design entrepreneurs.



South African Fashion Week celebrates 20th year

9 Oct 2017



The Talent Show has been running for 19 years and has helped establish the careers of illustrious designers such as Jacques van der Watt of Black Coffee, Maya Prass and David Tiale. This year the talent search features eight start-up designer semi-finalists who will compete on the night. The prizes include; representation by The Fashion Agent for one year, the opportunity to show a satellite collection as part of the SA Fashion Week New Talent Search AW18, a free stand at the SA Fashion Week Pop-Up Shop 2018 in Brooklyn Mall and an all expense paid trip to London Fashion Week in February 2018.

We got in touch with SAFW director Lucilla Booyzen to find out more.



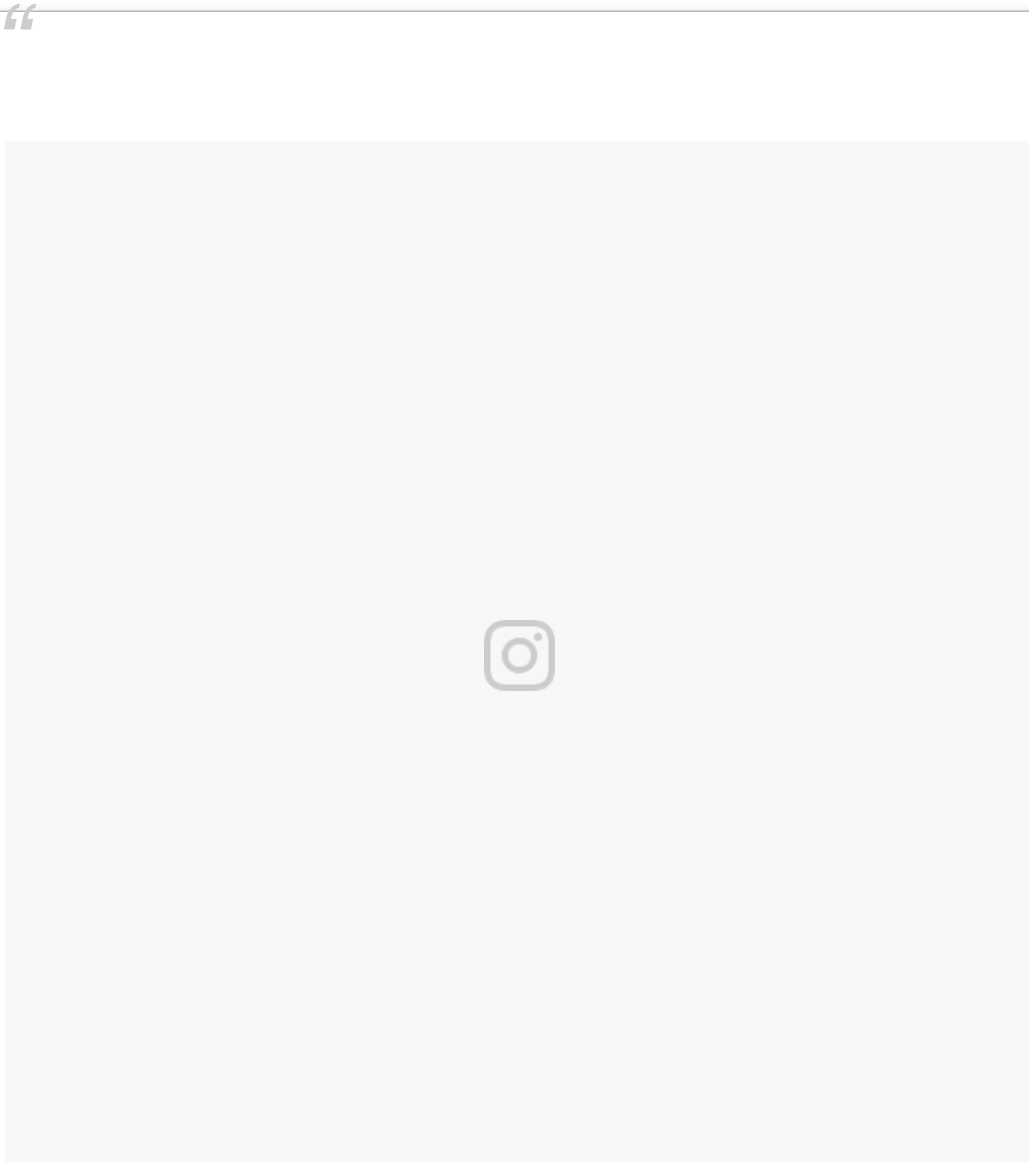
Lucilla Booyzen - Image sourced from [gg.co.za](#)

What have been some of the past success stories regarding the New Talent Search?

Established by SA Fashion Week in 1998, the New Talent Search is one of the most recognised talent identification initiatives in South Africa and continues to showcase and market new designer businesses today.

This premium competition has been sponsored by Sunglass Hut since 2015. Since its inception in 1998 it has brought out success stories: Jacques van der Watt of Black Coffee, Terrence Bray, Cleo Droomer, Maya Prass, Roman Handt, David Tiale, Anmari Honiball, Carina Louw from ERRE, Samantha Constable, Lisa Jaffe, Jenevieve Lyons and most recently design duo Amy and James of LUMIN.

All of the above-mentioned designers are success stories. They all supply stores and online stores and/or have their own stores.



Model Monday @emytcc just two of the fifteen looks we shot for @luminclothing #lookbook
#fashionmodel #photography #fashion #StyledByKennedy #fashionpost #womenswear #SS16
#fashiondesigners #southafricanfashiondesigner #womensfashion #styling #modelmonday
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A post shared by Kennedy Thabiso Molekwa (@kennedyphunk) on May 9, 2016 at 12:53am PDT

“**How would you say the current crop of designers are shaping fashion moving forward?**

The current crop of designers are on trend, fashion forward, they design with the end consumer in mind, they know luxury and they know the business of fashion.

AW18 semi-finalists:

AGEO by Arnold Phasha

Danielle Frylinck

I Just Am.

Ipikoko

Kentse Masilo

Mmusomaxwell

Liu Liu

Turner Studio

“



A post shared by Arnold Phasha (@ageo_by_arnold_phasha) on Jul 8, 2017 at 1:18pm PDT

“**Is there a general trend or common theme amongst the eight designers?**

The focus is on design, construction, fabrication, modernity, perfection, sustainability and workmanship.

“**What advice would you give to budding fashion design entrepreneurs?**

Learn the business of fashion, put your ego aside, travel, go to art galleries, museums, operas, ballets, watch old and new films, walk the streets to see what people are wearing, listen to a variety of music, research, know the world designers, know the African designers, know the designers in South Africa, know your industry, know your competition and know yourself.

“



Metalic mini skirt and shirt featured in the latest issue of @ellesouthafrica available for order studio@mmusomaxwell.com Photo: @justin_dingwall Model : @lxndxox @bossmodelsa Make up: @rentonwade Stylist: @asandasizani Fashion Assistant: @sithasolwazikentane #80s #fashion #brendafassie #blackgirlsrock

A post shared by m m u s o m a x w e l l (@mmusomaxwell) on Aug 2, 2017 at 3:57am PDT



What are some of the challenges and opportunities for young designers working in South Africa?

The young designers lack in-depth knowledge of the industry, in-depth knowledge of design, in-depth knowledge of their clients/consumer, research, and staying power.

South Africa is a country of opportunities but again you cannot play in an industry if you do not have the knowledge to do so.

The Sunglass Hut New Talent Search takes place at the Sandton City Rooftop, Sandton Drive on the 24 October 2017 at 6pm. Tickets are available via www.safashionweek.co.za

Connect with South African Fashion Week via [Facebook](#), [Twitter](#) and [Instagram](#).
Contact media@safashionweek.co.za or call 011 442 7812 for more information.

ABOUT RUTH COOPER

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