

Wide awake designers lined up for sleepwear prize

The top 10 finalists for the Crown Plaza inaugural sleepwear design competition have been selected and will display their creations at the SA Fashion Week from 3-5 October 2013 at Crowne Plaza Johannesburg - The Rosebank.



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The 10 finalists are:

1. Theoné van Eck
2. Kirsten Chamberlin
3. Fabian Ah-Sing
4. Sies!Isabelle by Isabelle Lötter
5. Heresh Vaga
6. Cutterier by Laz Yani
7. Kottin & Twille by Anna-Mari Claasen
8. Roman Handt
9. Gugulethu Quwe
10. Lunar by Dominique Gatland

In order to enter, amateur and professional designers created sleepwear designs with the aim of blending both comfort and style. Competition hopefuls were tasked with submitting an original, professional sketch along with a mood board and a description of how their design is not only stylish but also championed success for the business traveller by ensuring a good night's rest.

The competition was open exclusively to designers and design schools on the SA Fashion Week database. The chosen 10 sketches showcase the wide range of fashion talent present in South Africa today, from first year design students, to Kottin & Twille by Anna-Mari Claasen, who has 12 years of design experience under her belt.

Entries were judged based on four main elements: design, comfort, creativity and consistency with the Crowne Plaza brand. The ten finalists now have ten days to turn their original sketch into reality in time for SA Fashion Week.

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