

New initiative to unearth SA's creative fashion film talent

Saturday 4 June marked the launch of a new initiative, held at City Varsity's new campus in Gardens, Cape Town to unearth and develop the creative fashion film talent in South Africa. Sponsored by Adrian Lazarus, the founder of globally acclaimed Mercedes-Benz Bokeh South Africa International Fashion Film Festival, and in partnership with Mercedes-Benz, the Award for Emerging Creative Talent serves to stimulate a generation of new fashion film creatives, actors, directors and producers in the Western Cape and eventually throughout South Africa.



Adrian Lazarus

Lazarus commented “My own recent experience is that there is a massive demand both locally and internationally for the production of creative Fashion Films. We have an immense talent pool of highly creative and skilled students throughout all our local colleges, and we want to use this initiative to encourage this talent and place them on the world stage where they can compete and grow both themselves as well as our local industry.”

No agencies or professional employees will be permitted to enter, as only students from tertiary institutions were invited to attend. The morning commenced with by a presentation about the fashion film industry and the fashion films genre, followed by a brief on the requirements for the film submissions. Thereafter guests and their extended families were invited to mingle and interact with the organisers and gain further valuable insights.

Students will be instructed as to the guidelines necessary to create and submit their 90 second fashion films, as well as the criteria on which that will be evaluated. Elements such as the ability to interpret and present fashion, storytelling and creativity will be essential components. After an initial round of submissions, the top 20 teams will be selected towards the end of August, whereafter they will be mentored by Adrian and his team with the offer of creative packages including film gear, locations, access to Mercedes-Benz vehicles, camera's, wardrobe, accessories and make-up.

The winning film will receive international coverage during the 2017 Mercedes-Benz Bokeh South Africa International Fashion Film Festival awards ceremony, with the team walking away with the Award for Emerging Creative Talent, R50 000 and the Fashion Film industry at their feet.

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