

# SA Fashion Week invites entries for New Talent Search 2022

SA Fashion Week is on the lookout for talented up-and-coming womenswear designers to enter its New Talent Search for 2022. This year's theme is 'Show Us Your Print' and briefs creators to change how we view fabric design within fashion design.



Source: Supplied

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SA Fashion Week states that printing has become an integral part of fashion design, and allows brands to offer their consumers something unique.

To enter the New Talent Search designers must:

- Consider fabrics that have the least impact on the environment
- Use natural linen, cotton, and sustainably sourced fabrics
- Keep fur and leather-free
- Ensure their design includes print on at least 50% of the garments
- Employ zero-waste cutting such as draping, knitting, or use a zero-waste pattern

- Provide consumer care instructions to increase the garment's longevity
- Create a timeless and trans-seasonal collection



## Barbie collabs with SA's Gert-Johan Coetzee on fashion collection

12 Nov 2021



Designs should be based on 2022 world trends and combine contemporary shapes, styles and construction with the designer's unique inspiration and design talent. Applicants should also research slow fashion to make sure they 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 their store or online store) and must be under 10 years in business to qualify to enter. Semi-finalists, based on their talent, their ability to follow the brief, and their capacity to supply more stores, are selected by a panel of industry-leading judges.

## The prize

The winner will walk away with the total prize value of R45,500, including:

- R20,000 towards developing a SS22 collection
- Participation in the 2023 New Talent Search show one year later, valued at R12,500
- One free stand at the SAFW Designer Pop-Up, valued at R 6,000

All finalists will receive a free stand at the SS22 Trade Show, where they can do market research and sell to boutiques, departmental stores, and online stores.

Find more information on the competition [here](#), and [enter here](#).

For more, visit: <https://www.bizcommunity.com>