



# **SAFW** STUDENT COMPETITION 2017



Hello Fashion Students!

We're looking for a chic version of a closet staple that flatters from the office to the bar - the Shirt Dress

## **THE BRIEF**

Traditionally men wore dress shirts and women blouses, also known as chemises. That all changed in the mid-1800s when this classic item entered the wardrobes of women. Today it's worn and loved by everyone.

For the 2017 SAFW Student Competition you have to:

- Design a nifty, airy but tailored, smart for everyday but also vacation-ready and suitable for the red carpet, Shirt Dress
- Focus on detail and design to create a timeless piece that's not only gender neutral but blurs age boundaries
- Fabric and colour choice - cotton or cotton mix/blends
- Design in white, black or stripes
- Your look needs to fit a size 34 model
- The finalists and winner will be announced at a show during the SAFW Pop Up Shop - keep this in mind when you start the design process – make sure your garment is wearable as it will be worn by a model during the show
- Take a look at the last page of this brief to see how international designers have embraced and creatively developed this timeless style over the years. Please make sure that you only take inspiration from this!

## JUDGING CRITERIA

- Originality and a strong design language
- Creativity and innovation
- Style & fit – aesthetics - Your garment will be judged on a model, and MUST be a standard size 34 fit
- Your design must be versatile and convey a clear understanding of future trends

## ENTRY REQUIREMENTS

- The competition is only open to final year students
- You have to have conceptualised, designed, constructed and finished the garment used for your entry yourself
- Your entry garment must have the following **stitched on the inside** of the garment:
  - Your name
  - College name
  - Contact number
- Your look must be submitted on a white hanger

## THE PRIZE

The winner will receive:

- R5 000 cash prize
- A once in a lifetime VIP SAFW Spring/Summer 2018 experience which include:
  - A flight to Johannesburg (if required)
  - Accommodation for the duration of SAFW SS'18
  - 1 ticket to each SAFW SS'18 show
  - A VIP tour backstage
  - A one-on-one with a SAFW SS'18 designer
  - An invite to the SAFW SS'18 launch party

The top 10 finalists and winner will:

- Have their garments exhibited in a show at the SAFW Pop Up Shop 2017
- Their garments will also be exhibited in the SAFW Foyer during the AW'18 Collections: October 2017
- They will be featured on the SAFW website, social media and blog

## **DEADLINE: 28 July 2017**

Entries must be sent to: **ATTENTION: Mmalethabo Kgomongwe**

SA Fashion Week Office

2<sup>nd</sup> Floor Design District

Corner 7<sup>th</sup> and Keyes Avenues

Rosebank

2196

## **HOW TO ENTER?**

- Fill in the electronic entry form on [www.safashionweek.co.za](http://www.safashionweek.co.za) before **28 July 2017**.
- Having trouble doing this online? Send an email to [info@safashionweek.co.za](mailto:info@safashionweek.co.za) and we'll send you an electronic version to complete and send back to us.

***\*PLEASE NOTE - late entries will not be accepted.***

## **WHAT HAPPENS AFTER SUBMISSION?**

- After entries have been received and reviewed by the judging panel, the top 10 finalists and their lecturers will be notified by email.
- Finalists have to attend the show and winner's announcement in Brooklyn Mall, Pretoria during the SAFW Pop Up Shop.
- Please note that the top 10 finalist's garments can only be collected after the Pop Up Shop (1<sup>st</sup> week of December 2016)

## **TERMS AND CONDITIONS**

- Your college lecturer must moderate your entry before it is sent through for judging. Colleges need to pre-select the best pieces for entry.
- Please note that, although we take great care with all garments, SAFW will not accept any responsibility for any loss or damage to entry garments.
- Prizes are non-negotiable and the judges' decision is final; no correspondence regarding the final decision will be responded to.

## INSPIRATION // THE SHIRT DRESS



[Source: Bazaar](#)



[Source: Elle](#)

[Source: InStyle](#)