

# Call for entries for *Elle* Rising Star Design Award

Entries from final-year design students and fashion design graduates with less than two years' experience are sought for the *Elle* Rising Star Design Award, which is run in association with fashion retailer Mr Price and will provide a platform for a talented designer to launch a label available exclusively to Mr Price.

The *Elle* Rising Star Design Award has brought together leading professionals who will mentor and coach the winner about all aspects necessary to succeed in the fashion industry. In addition to the monetary prize, the winner will be put through a well-planned mentoring programme that will provide the skills to launch a fashion brand and refine the skill required to develop entrepreneurial flair.

One of the greatest challenges facing the South African fashion industry is the lack of business skill. *Elle* acknowledges the complexity and sophistication required to succeed in this sector and is committed to creating a sustainable platform for local design talent by growing them into "fashion entrepreneurs".

## Identify a gap in the market

This platform is an opportunity to nurture aspiring designers not only to be creative, but also to identify an opportunity, a gap, in the market (design, production, distribution, or retail level), and pursue this opportunity for commercial benefit. It is about having a unique selling proposition and the right business skills to deliver quality fashion.

"The *Elle* Rising Star Design Award is designed to turn talent into success," said *Elle* editor Jackie Burger. "Thanks to our partnership with Mr Price, mentoring has always been a key part of this competition. Winners have benefited enormously from a mentoring programme at Mr Price where they were exposed to the full retail cycle from trend forecasting to merchandising, and had the opportunity to interpret their winning range to be sold at selected Mr Price stores.

"Now, in addition, they will learn business skills from GIBS coaches and public relations expert Savannah Erasmus from *alk* Shop and spend a week with the *Elle* fashion team. Our goal is to give young South African fashion talent the very best chance for success."

Burger heads up the judging panel, which also includes *Elle* senior fashion editor Poppy Evans, Mr Price trend forecaster Joanne Frédéric, Dr Nicola Kleyn from GIBS, fashion blogger Sandiso Ngubane, Mr Price trend executive Amber Jones and former winner Anisa Mpungwe of Loincloth & Ashes. Another innovation this year is the inclusion of an *Elle* reader on the judging panel.

## To enter

Final-year design students and fashion design graduates with less than two years' experience are eligible to enter. Creativity, technical ability, business acumen and style are the leading criteria. The collection must be submitted in storyboard format and not be larger than A3. It must be a range that shows exactly what the label will be about and what you stand for as a designer. It should consist of eight outfits and can be for men or women. Fabric swatches and technical drawings must accompany your storyboard. The closing date is 15 June, 2012, and finalists must attend a four-day business workshop presented by GIBS from 3 to 6 August.

More information is available in the May issue of *Elle* and online at [www.elle.co.za](http://www.elle.co.za).

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