

Promotion encourages young South African fashion designers

Bidorbuy is promoting entrepreneurship in the fashion industry by introducing its online marketplace as a viable marketing and selling platform for up and coming South African fashion designers who would like to promote their line of work to the site's over one million shoppers

As an additional incentive, it is giving away R20 000 worth of exposure to three South African fashion designers during October and November. Entrants, who can include fashion students, recent graduates, or any South African fashion designer, can enter by registering as a seller on the site and showcasing a completed garment (this may include jewellery, accessories, handbags and clothing) or a sketched design that they will be able to produce.

"Selling on bidorbuy will teach designers to promote themselves in an online environment, including how to advertise their designs, how to handle the selling process, and how to provide after-sales customer service once their item has been bought," explains Natalie Reffo, fashion category manager of bidorbuy.co.za.

The competition closes on Friday 18 November. For more information, go to:

<http://blog.bidorbuy.co.za/competition>.