

# SPOTLIGHT ON LOCAL TALENT

## Zenoyise John

**ONE of the biggest weeks on the South African fashion calendar will soon be upon us.**

SA Fashion Week (SAFW) will shine a spotlight on young talent when six budding designers, finalists in the inaugural 2012 SA Fashion Week Renault New Talent Search, raise the curtain at the prestigious event.

The search, convened by fashion guru Dion Chang, is aimed at young designers with existing labels.

Headed by Chang, the judging panel includes Sandra Rogers, executive manager of trend and design at Edcon; Jacques van der Walt, designer for Black Coffee; The Fashion Agent's Annette Pringle; Milisuthando Bongela, fashion blogger and owner-buyer at Mememe; Bryan Ramkilawan, chief executive of the Cape Town Fashion Council and Renault South Africa's Lee-

## South Africa gets ready for fashion week

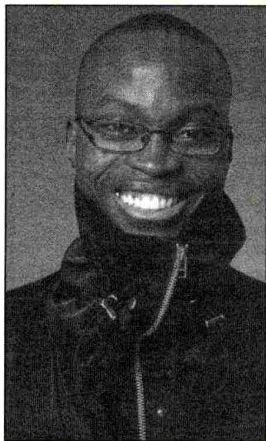
Anne Stanton.

Among the six fighting to make a name for themselves in the notoriously exclusive fashion business, is Jamal Nxedlana of Misshape.

If all goes well for the 27-year-old, who co-owns the label with his mother, Fikile, Nxedlana will walk away with R25 000 in cash, courtesy of Renault South Africa, the use of a Renault Mégane Coupé and representation from The Fashion Agent for a year.

The winner will also receive the full support of SAFW, which includes one shared show at the Spring Summer 2013 Collections, free space in the Buyers Lounge and the SAFW Pop Up Shop as well as a shared show at the Autumn Winter 2014 Collection.

"I am excited about this opportunity. It is good exposure for our label.



**SHARP: Jamal Nxedlana**

Winning will inject much needed support," he said.

He adds that Misshape is a reference to the essence of our clothing. "We design for women of all shapes and sizes. Comfortable

designs and body-friendly textiles teamed with style to set our label apart."

The Durbanite says he will be sending eight looks down the runway to contest for the prize

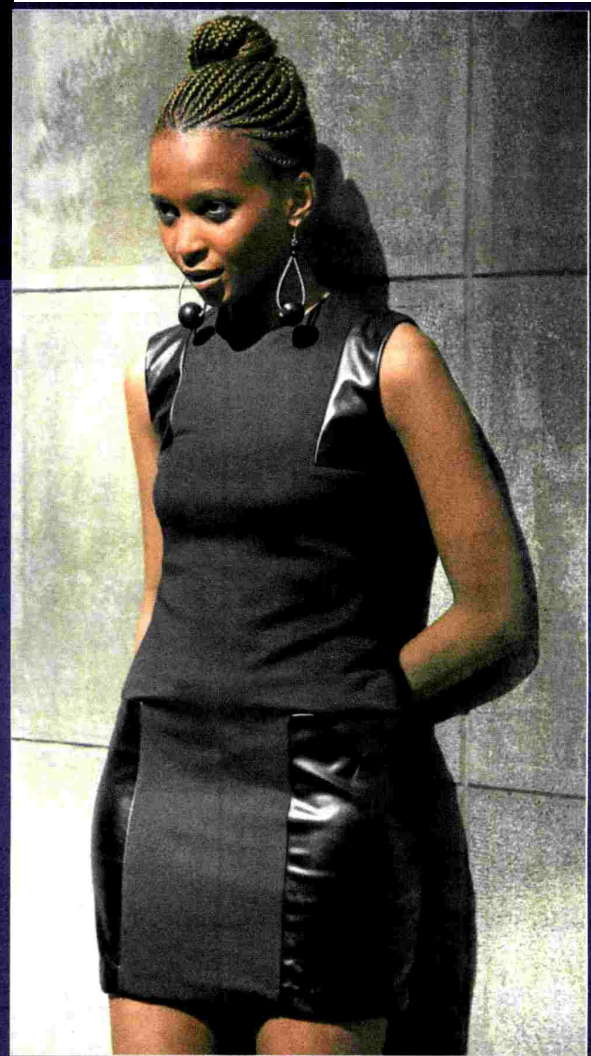
The collection did not have a particular inspiration, he said.

The holder of a BTech from the Durban University of Technology says the label itself is inspired by different bodies and shapes.

Apart from creating designs, Nxedlana has also ventured into visual art and has held a number of exhibitions.

Catch him at SAFW at the Crowne Plaza Hotel in Rosebank, from September 27 to 30.

SAFW will host heavyweights including Rubicon, Palse HOMME, Johan Coetzee, Clive Rundle, Craig Jacobs and House of Olé, among others.



**GOOD EXPOSURE: One of Jamal Nxedlana's creations.**