

Enter SA's favourite Young Fashion Designer competition and stand a chance to become a reality TV star!

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Ackermans' Style Squad to discover - and develop - South Africa's next fashion design superstars

One of South Africa's leading value retailers, Ackermans, is once again calling on budding fashion designers aged between 9 and 15 years old to enter its 2019 Style Squad Young Fashion Designer competition. Now in its fifth year, the retailer is upping the ante by giving kids the opportunity to showcase their creative skills on TV, to audiences across southern Africa.

The competition will see South Africa's most stylish kids complete various design-related activities, that will test their creativity and fashion knowledge, to stand a once-in-a-lifetime chance to design their very own clothing range which will be sold in Ackermans stores across southern Africa.

Tanya Ruiters, Marketing Specialist at Ackermans, says, "Through extensive research we found that providing opportunities like Style Squad can assist our customer in giving their kids the best tools for a brighter future and in this way, we bring value to their lives not just through our product offering."

Ruiters adds that the purpose of Style Squad is to provide a platform for kids to showcase their creativity and flare. "We found that most opportunities for young people are academic or sports related, so it's great to drive an initiative that speaks to the creatively orientated child."

Once entries close on 26 April 2019, the top 100 semi-finalists will be selected – 30 by public vote and 70 by an internal judging process. The semi-finalists will then be whittled down (by internal judges), till only the top 10 (five girls, five boys) remain.

The top 10 will then take part in a series of exciting design challenges that will be filmed and broadcasted as a reality TV programme on one of South Africa's most loved channels. During this phase, the winners (one girl, one boy) will design their own ranges under the guidance of leading industry buyers and trends specialists, which will then be available at Ackermans stores in 2020.

It doesn't end there; each winner will receive cash for themselves and their schools, an educational policy, branded gear and a fashion voucher. The grand prize of designing their own range will also include a professionally photographed shoot of them in their merchandise.

"As a business we are passionate about youth development, as we see this as pivotal to the future growth of our economy. We are excited to work with and develop South Africa's young talent, helping them realise their future dreams," concludes Ruiters.

If your child has what it takes to wow the country with their fashion design skills please click <http://stylesquad.ackermans.co.za/step-1> to enter!

Entries close 26 April 2019.

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