

Budding designers give SABC 3 a makeover

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From today SABC3 viewers will witness their favourite continuity presenters looking poised to take the catwalk by storm, when they go on air sporting creations by new upcoming young South African designers.

AFI and SABC3 confirmed at Audi Joburg Fashion week that an agreement was in place that will see young designers from previously disadvantaged backgrounds showcasing their wares to the more than seven million viewers who regularly tune in to the channel.

For an initial period of six months from the beginning of April, the presenters – Zinzi Zungu, Thuli Zulu, Liezel van der Westhuizen, Dennis Tau and Jason Greer will wear innovative homegrown creations that are certain to complement the channel's aspirational identity and add a sprinkling of glamour to prime-time viewing.

But more importantly, this corporate social investment (CSI) initiative signifies a firm vote of confidence in South Africa's hottest young design talent by SABC3 and AFI. In all its fashion endeavours, AFI makes a point of unearthing and exposing new talent, in order to foster awareness of non-mainstream design names and add to the vibrancy and diversity of the industry.

"We hope that by giving a national broadcast platform to these incredible budding designers, we can increase awareness of their garments and, in so doing, build their brands and businesses," says Dr Precious Moloi-Motsepe, Chairperson of AFI. "The initiative is also a tribute to the high quality of design talent in South Africa."

Adds the SABC 3's Communications Manager, Gesh Conco: "Not only is this partnership a golden opportunity for our brightest young design trailblazers, but our viewers are also in for a visual treat. I can promise them that they'll be blown away by our presenting team's new look!"

The designers will be announced in the coming weeks and months.