

2013 Elle Style Reporter finalists await fate

The countdown has begun - the finalists of the ELLE and BlackBerry 2013 Style Reporter competition have been announced and one lucky fashionista is a step closer to making dreams of a successful career in fashion blogging a reality. The winner will be announced at the ELLE Style Blog Party in December in Cape Town.



ELLE was delighted to receive 75 entries from budding fashion writers across the country. From these, a shortlist of 13 was drawn up. A second assignment determined the seven finalists and the outcome of several more assignments will determine the overall winner.

The competition drew entrants from all over South Africa; Johannesburg and Cape Town are neck and neck, with Lebogang Tlhako, Themba Mbuyisa and Kabelo Seshibe representing Johannesburg, while Niquita Bento, Elelwani Netshifhire and Kirsten Mackrill represent Cape Town. Thanda Kunene flies the flag for Durban.

"Being made a finalist is indescribable; it has not sunk in yet! By giving it all that I have, I'm hoping to be equipped by those who've already achieved great heights and grow in the process." says Netshifhire.

Marina Hartmann, brand planning manager at BlackBerry South Africa adds that the finalists' entries are as diverse as the people of Mzansi. "They met all of the assignment's requirements in their own distinct style, creating memorable and inspiring entries that are testament to their passion for sharing their creativity and unique perspectives on the world of fashion."

The competition was established in 2012 to discover a young and aspiring style reporter with the ability to capture fashion on the move, from a red-carpet event to a Saturday craft market; and can blog and Tweet about it in an engaging, intelligent way.

Adjudication standards are high, and with good reason. Jackie Burger, ELLE's editor, says: "We wanted the entrants to have a good visual narrative, innovative lateral interpretation of the brief, along with an understanding of the fundamentals of the creation of a signature blog. These are the key elements for success in this competition and industry. The prize was therefore designed to equip the winner with all of the tools to launch a career in this competitive and fast-changing industry. "We want to develop a home-grown style perspective and motivate bloggers to report with a level confidence and conviction that will lead to them spotting and setting the trend, rather than following it".

Eminent photographer, Ed Suter, heads up the judging panel that includes Jackie Burger, ELLE's editor; Jenna McArthur from Jenna McArthur PR; Trevor Stuurman, the winner of ELLE's 2012 Style Reporter competition; Marina Hartmann and Kath Smith from BlackBerry South Africa; and Kelly Berman from Design Indaba.

The prize

The six judges will have the difficult task of selecting the next Elle Style Reporter, who will win the coveted 12-month contract with ELLE and the opportunity to report for ELLE.co.za. The winner will also receive a monthly stipend of R5,000, a Fujifilm XF-1 camera and a BlackBerry Q5 and BlackBerry Z10 smartphones.

The lucky blogger also walks away with a photography or desktop publishing course from Vega and the opportunity to be mentored by Ed Suter. Opportunities for regular exposure in ELLE as well as on the social media platforms of ELLE and BlackBerry await the winner, along with the chance to attend an international fashion week in 2014.

Read the finalists' blogs on ELLE.co.za.

For more, go to www.ELLE.co.za.

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