

Ackermans fashion design competition announces SA's trendiest kids

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Tshepo "Young King" Tau, 15, from Boksburg and Busisiwe "Busi" Maphalala, 13, from Pretoria West have been announced as the winners of the 2018 Ackermans Style Squad Young Fashion Designer competition.

"South Africa is a country rich with talent and the kids were testament to that. They truly blew the judges away with their creativity, fashion genius and unique style," says Tanya Ruiters, Marketing Specialist at Ackermans.

Tshepo's minimalistic style of wearing simple fashion items in white and black with other toned-down colours like grey or denim, got him noticed. Inspired by fashion and music star Kanye West, he hopes to be in the entertainment industry as a music artist or behind the scenes in production.

Busi is an aspiring doctor and fashion designer. She is inspired by the chic style trend of pairing casual and sophisticated items together, such as her favourite fashion items; culotte pants and crop tops.



"It has been an amazing experience learning different ways to express my style. I wish I could do it all over again," says Busi.

Boys and girls across South Africa, aged between nine and 15 (at time of entry), were invited to enter the fashion design competition to compete in various challenges for the coveted top spot and a once-in-a-lifetime opportunity to design their own girls' and boys' ranges. This year's competition saw a knock out round format, where the public voted for their favourite's until the top 10 were confirmed, internal judges then selected the winners from there.

Now that the two winners have been announced, they will be flown to the Ackermans Support Centre in Cape Town where the buyers will help them create their clothing ranges, which will be available in Ackermans stores across southern Africa in 2019.

"It doesn't end there; each winner will receive R10,000 cash, R10,000 educational policy, R5,000 for their schools, branded gear, a fashion voucher and the grand prize of designing and being professionally photographed in their own clothing ranges. This will also include an all-expenses-paid trip to Cape Town for the design process," concludes Ruiters.

About Ackermans

With over 700 stores across Southern Africa, Ackermans is a leading South African value retailer and stockist of affordable family clothing, footwear, general merchandise, cellular and value-added services. Call the Customer Care line on 0860 900 100 or (International) +27 (0) 21 928 1040 or visit www.ackermans.co.za for any queries.

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