

## Jeff Staple to mentor 4 SA designers in Miller Design Lab

Miller Genuine Draft has announced the four designers who will collaborate with streetwear fashion guru Jeff Staple in this year's Miller Design Lab. The 2020 theme is 'Customised for the exceptional'.



“Customisation is the most exciting trend for this generation. Miller wants to create a platform of expression through design and allow people to tailor their clothing and stand out at every occasion,” says Staple.

This year’s local designers include Beau Beau, a trans-seasonal streetwear label; Matte, a conceptual designer with a strong foundation in footwear; Pea, a unisex, street-inspired jewellery brand; and Zol Freckles, a stylish influencer/model as well as the mastermind behind the fashion label, Evolving Revolver.

Under the added pressure of a socially-distanced 2020, the designers created a unique collection that is customised for the exceptional in a whole new way. All proceeds of the products sold go directly to the designers.

For more information, [click here](#).

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