

Beijing awaits triumphant fashion talent

Triumph, one of the world's leading lingerie brands, has launched a global design competition, the Triumph Inspiration Award, as part of its commitment to supporting emerging design talent. Fashion design students from across South Africa have submitted designs over the last month and 22 finalists have been selected to take part in the national final in Cape Town in May.

The South African winner, selected by a panel of industry experts following the catwalk presentation of finished garments, will then be flown to Beijing to compete against peers from 30 other countries in July.

In addition to a cash prize of Euro 15,000, the international winner will see their showpiece adapted and interpreted by the Triumph design team, leading to production of the set. The finished product will be produced and sold as a special limited edition in selected Triumph stores worldwide.

In South Africa, students from the Tshwane University of Technology in Pretoria, the Nelson Mandela Metropolitan University in Port Elizabeth and Cape Peninsula University of Technology in Cape Town, will be competing for the position of Triumph Inspiration Award winner.

“The Triumph Inspiration Award is an essential part of our involvement in developing young design talent both in South Africa and across the globe. The award recognises both creative talent and practical execution and we believe gives an excellent insight into the commercial design skills needed to compete on a global stage,” said Stuart Hopwood, Marketing Director of Triumph International in South Africa.

To enter, students were required to submit a mood board, sketched design and rationale on their inspiration to be considered for the finals. The panel judges the designs on creativity, interpretation of the brief and from a technical perspective. The finalists will work closely with the Triumph production team to make up their designs for the national final. This event will showcase the final garments on some of South Africa's leading lingerie models in front of an audience of fashion industry leaders and media.

To capture the journey from design through to catwalk presentation, Triumph South Africa has created a dedicated blog for the award: <http://www.inspirationawards.blogspot.com/>