

Ackermans announces the winner of Style Squad 2014

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Leading value retailer, Ackermans, is pleased to announce the trendiest and most stylish kid in South Africa: Kekeletso Choolo a.k.a. Kid Fresh - as the 2014 winner of the Style Squad Competition. Style Squad is the first competition of its kind in South Africa, which was established to recognise children who have a love for fashion and are able to express themselves by blogging about it too.



Kekeletso walked away with a whopping R15,000 in cash and a R15,000 education fund to further his studies as he would like to do Brand Management. In his own words, "I was totally surprised at school! I did not realise all of this was just for me! I am overwhelmed and feel so special! R15,000 is a lot of money and I have no plans yet but I am going to discuss it with my parents as it will have to be used for something very important. My advice for other kids out there is that anything is possible, just be yourself, be confident and who knows, you could be the next winner. Thank you, Ackermans!"

Ackermans surprised Kekeletso and his parents who were both invited to the school with the news that he is the winner during his school assembly at Katlehong Technical High School. The festivities of the surprise included a dancing competition for the learners, R250 Ackermans gift vouchers, mini cell phone speakers giveaway and speeches from the Principal and the school's Chairperson. The 1,300 learners at Katlehong Technical High School each walked away with a Style Squad goodie bag.

The 2014 Style Squad consisted of 20 finalists (10 boys and 10 girls) that were selected based on the best creative and fashion forward entries from the first two rounds. Starting July 2014 and over the next 12 months that followed, each member of the 2014 Style Squad was given a monthly Ackermans voucher to the value of R250 to spend on creating their stylish outfits for each blog post submission. Each member was awarded with an iPad Mini (Wi-Fi + Cellular data of 16GB) including a 2GB per month x 12 months data package in order to complete each of the monthly blog posts. The judges' decision was tough and they would like to give thanks and recognition to each and every one of the Style Squad 2014 finalists.

Announcing the results of the Style Squad competition, Marketing Director of Ackermans, Louise Hamman, says, "The journey with our 2014 contestants has been inspirational and amazing. Their talent is unbelievable, and their knowledge of trends and the way they've been innovating and presenting their ideas with each challenge has completely blown us away. They are at the forefront of fashion and each contestant's unique creativity has been presented in new ways. Choosing a winner wasn't easy but with Kid Fresh we could tell that his designs and styling were presented with a unique X-factor. It's been wonderful to see his talent grow and evolve with each challenge and we're certain that he'll be one of our country's next biggest hits in the world of fashion."

Hamman goes on to say, "A huge congratulations to everyone who took part. It was incredible experiencing such great and inspired style every month. We wish our 2014 finalists well in their fashion journey."

To follow the journey of the new Style Squad 2015 finalists, please visit www.ackermans.co.za and see what SA's trendiest kids are up to.

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