

Rules and Regulations

Twyg Sustainable Fashion Awards 2025

The following rules and regulations are applicable for the entrants and nominees (referred to as **entrants**) of the Twyg Sustainable Fashion Awards 2025 ("**the contest**"). The contest seeks designers who implement sustainable, circular and regenerative approaches to design and who foster ethical practices in the industry, who help build thriving communities and who are sensitive to cultural and place-appropriate design. The awards support sustainable fashion in a very complex industry.

As such, the following rules and regulation govern the competition. Please take a moment to review these rules. By your participation, you agree to adhere to these provisions.

Criteria

1. Winners of the 2024 Awards may not apply for 2025.
2. The competition is open to South Africans, and people legally working and in the case of the Student Award, anyone legally studying in South Africa and aged 18 years or over.
3. Submissions of each category will be judged against six criteria (see **Annex A** and **Annex B**) and will be rated between one and five.
4. Nominees should be able to demonstrate:
 - a) Finished, quality fashion garments, accessories, and/or collections;
 - b) Ethical labour practices, including fair compensation among others;
 - c) Transparency in design and manufacturing practice, in use of resources and sourcing of materials;
 - d) A position on climate change, pollution and environmental damage;
 - e) Besides the Emerging Designer, Student, Retail and the Tastemaker categories, designers, businesses, or brands should have been operating for at least two years, and should have made new garments/collections in the last 6 months and before August 2025.
5. To nominate yourself or someone else, you are required to fill in a nomination form. The links to the forms are attached to the category descriptions below.
6. Nominations close on 3 October 2025.

Details of the Promoter

7. The Promoter is Twyg NPC with company registration no. 2019/059796/08 whose registered offices are at 3 Woodburn Crescent Oranjezicht 8001. **The competition is conducted by Twyg.**

Details of the Independent auditor

8. The independent auditor, John Shija, for the contest is an admitted attorney for the High Court of South Africa. He has been admitted since 2013.

Entry Details

9. Details and background to the competition and information for entry for the competition are via the following links:
 - a) **Website:** <https://twyg.co.za/awards/>
 - b) **Instagram:** <https://www.instagram.com/twygmag/>
 - c) **Facebook:** <https://www.facebook.com/twygMAG>
10. The rules of the competition and how to enter are as follows:
 - a) Entrants are required to fill in a nomination form on the Twyg website,
 - b) Entrants must provide a motivation, a compilation of the submitted designs and their personal details to qualify to the selection stage of the competition.
 - c) Entrants are also required to provide between 5 and 10 images of their designs, if possible (and highly recommended) a video to explain their work and links to their respective website or social media accounts.
 - d) We understand that you may have focussed on one area of sustainability more than others. This process is a journey.
 - e) Be factual, transparent and accurate.
 - f) Avoid sweeping and absolute claims such as 'environmentally friendly' or 'wholly biodegradable'.
 - g) Only say something is locally produced or sourced if it is, and if you can show that it is locally sourced or produced.
 - h) Besides the Emerging Designer, Retail, Tastemaker and Student categories, designers, businesses or brands should have been operating for at least 3 years, and should have made new garments/collection in the last 6 months and before August 2025.
 - i) Assessors/judges may request verification, product, documentation or specifications if they feel it is necessary.
 - j) All nominees understand and agree that to offer the competition; the promoter must collect and use personal information about participants. This competition is conducted under the terms of applicable privacy legislation including the Protection of Personal Information Act of 2013.
 - k) **Any questions, please email jackie@twyg.co.za**

Conflict of Interest

11. A conflict of interest arises when an individual could be or is, influenced by personal considerations. This introduces the risk that decisions are made for the wrong reasons and that financial reward may adversely influence objectivity, integrity or professional commitment; this can lead to fraud or an award to a finalist based on improper reasons.
12. The promoter also requires the finalists to sign a conflict of interest declaration form to ensure that the responsibility for informing the promoter of the conflict was the duty of the promoters.

Acknowledging Conflict in Decision-making

13. The judges agreed that although quantitative and qualitative assessments are included in the final decision if there is a conflict, the final decision must be based on the final numeric scores.

Closing Date and Winner Announcement

12. Closing date for entry will be **3 October 2025**. After this date no further entries to the competition will be permitted.
13. The finalists are announced on **Thursday, 13 November 2025**.
14. The winners are announced on **Thursday, 27 November 2025**.

Prize Details

15. The prizes are as follows:
 - a) The overall winner of the Changemaker category will receive R100,000.00. The Changemaker Award will not be open for nominations. This category is supported by a sponsor (TBC) and will be awarded to the overall winner who will be drawn from the winners of the categories and based on the judges scoring results. Due to logistics, the Pan-African Artisanal Fashion Award is not eligible to be considered for the Changemaker Award.
 - b) All sponsors and partners, and all prizes and awards to be confirmed by 11 November.

Categories

16. Winners will be chosen by undertaking the following process: There are currently ten categories:
 - a) Emerging Designer Award,
 - b) Student Designer,
 - c) Trans-seasonal Design Award,
 - d) Accessory Award,
 - e) Innovative Design and Materials Award,
 - f) Farm-to-Fashion Award,
 - g) Pan African Artisanal Fashion Award,
 - h) Retail Award,
 - i) The Tastemaker Award,
 - j) Changemaker Award (not open for nominations)
17. The Changemaker award will not be open for nomination. The Changemaker Award will be awarded to the overall winner – drawn from the other categories and based on the judges scoring results. Due to logistics, the Pan-African Artisanal Fashion Award is not eligible to be considered for the Changemaker Award. Descriptions of each category are explained in **Annex A**.
18. The Tastemaker and Retail awards are not for designers specifically, but can include designers.

Judges and Judging Process

19. The judges are as follows: **TBC and will be announced on 15 September 2025.** (collectively known as the “the judges”) and will judge each of the entrants based on the criteria as noted in Annex B.
20. The judges will mark each of the entrants on the six criteria items (divided into two categories) mentioned and award a mark out of /5 for each category. The scoring will range from one being poor and five being excellent.
21. The marks will be averaged for each of the criteria items.
22. The entrants with the highest average will be compared to one another.
23. The three highest averaging entrants for each category will be announced as finalists, and winners of each category are selected from the three top finalists of each category.
24. The winners will be notified by email. If the winner cannot be contacted or they do not claim the prize within 14 days of notification, the promoter reserves the right to withdraw the prize from the winner and pick a replacement winner.
25. The promoter will notify the winner when and where the prize can be collected / is delivered / will be paid and by whom. For the winners to claim the prize, the following forms must be completed and submitted to the promoter:
 - a) Conflict of Interest Declaration form,
 - b) Protection of Personal Information Declaration Form,
 - c) Contest Declaration and Release Form
26. Failure to provide the forms and completed in full and as listed in (25) above, may result in the disqualification of the winner from being awarded the prize.
27. The prize is as stated, and no alternatives will be offered. The prizes are not transferable. Prizes are subject to availability and the Promoter reserves the right to substitute any prize with another of equivalent value without giving notice.
28. The Promoter is not responsible for inaccurate prize details supplied to any entrant by any third party connected with this competition.
29. The Promoter’s decision in respect of all matters to do with the competition will be final.
30. The prize may be subject to additional terms and conditions that the prize winner must comply with if awarded.

General Rules

32. No employees of Promoter or its sponsors and persons who are a director, employee, or agent of or consultant to the promoter or who is a spouse, life partner, parent, child, brother, sister, business partner, or associate to a director, employee or agent of or consultant to the Promoters or sponsors is eligible to participate or enter this competition otherwise connected with the organisation or judging of the competition. Please refer to Conflict of Interest Declaration form for more information on requirements.
34. The competition requires that all winners (except for the Student Designer and Emerging Designer Award) must have been operating for at least two years and must be able to demonstrate (a) ethical labour practices; (b) transparency in design and manufacturing practices and sourcing of materials.
35. There is no entry fee and no purchase necessary to enter this competition.
36. No responsibility will be accepted for entries lost, delayed or damaged in transmission.

37. Only one entry will be accepted per person. Multiple entries from the same person will be disqualified.
38. No responsibility can be accepted for entries not received for whatever reason.
39. The Promoter reserves the right to cancel or amend the competition and these terms and conditions without notice in the event of a catastrophe, war, civil or military disturbance, act of God or any actual or anticipated breach of any applicable law or regulation or any other event outside of the Promoter's control. Any changes to the competition will be notified to entrants as soon as possible by the Promoter.
40. By entering this competition, an entrant is indicating his/her agreement to be bound by these terms and conditions.
41. The competition and these terms and conditions will be governed by South African law and any disputes will be subject to the exclusive jurisdiction of the courts of South Africa.
42. The winner agrees to the use of his/her name and image in any publicity material, as well as their entry. Any personal data relating to the winner or any other entrants will be used solely in accordance with current South African data protection legislation and will not be disclosed to a third party without the entrant's prior consent.
43. Participants in the competition understand and agree that to offer the competition; the promoter must collect and use personal information about participants. This competition is conducted under the terms of applicable privacy legislation including the Protection of Personal Information Act of 2013.
44. The winner's name will be available after closing date by emailing or calling the following details: Jackie May on 082 825 1855 or email jackie@twyg.co.za.
45. Entry into the competition will be deemed as acceptance of these terms and conditions.

Additional Competition Requirements:

46. The competition is sponsored by corporate partners and other organisations that will be announced on Twyg's social media when contracts between promoter and sponsors are finalised.
47. Judges should state in writing as a minimum when they recuse themselves from judging a certain entrant and the promoter should note the conflict of interest or reason for recusal.

About Twyg

48. Twyg is a magazine working at the intersection of fashion and sustainability, inspiring and supporting kinder, fairer, inclusive and nature-friendly futures. They create bespoke experiences, workshops and campaigns in Africa. Twyg is a not-for-profit organisation whose aim is to encourage sustainable living through a wide range of activities including campaigns, content creation and events. The organisation straddles the space between environmental activism, and the fashion world to offer support while communicating best fashion practices from around the world. Its formative mission is commendable and aims to gather resources, disseminate research, and make this accessible to

designers, while its storytelling platform guides consumers in responsible lifestyle choices.

Textiles sector

49. The textiles and clothing (apparel) sectors (referred to as “the textiles sector” in this overview) are among the top employers in the manufacturing industry in sub-Saharan Africa (SSA) and South Asia (SA). The sector has enormous scope to adopt improved and cleaner manufacturing processes, thus addressing environmental and social issues in situ and meeting the market demand for more sustainably sourced clothing. "Fast fashion" has come under increasing consumer scrutiny in recent years. Brands and designers have a strong role in enabling and supporting transitions to greater circularity and better pollution governance in the industry.

Roles of the auditor and the promoter

50. As the auditor of the competition, it is affirmed that Twyg upholds that sustainability is complex and to achieving 100% sustainability is an ongoing and shared commitment. Indeed, both the work of the organisation and the objective of the contest support the United Nations’ Sustainable Development Goal 12: sustainable consumption and production, especially in the fashion industry by acknowledging change-makers in fashion and highlighting what the industry is capable of achieving. The contest searches for designers who implement sustainable, circular, and regenerative approaches to design and who foster ethical practices in the industry. The contest also shows its support of conscious fashion in a very complex industry.
51. The auditor is expected to apply the principles of transparency, objectivity, fairness and equity to the judges, the entrants, and its sponsors. Particularly with the entrants, the promoter is expected to assess the entrants by conducting a robust due diligence process, reference checks and ensuring relevant forms are completed. This will support the development of high-quality results which are open, transparent, and fair.
52. On the other hand, the auditor also has a set of designated responsibilities. For purposes of the competition, a legal audit examines the issues, processes which are in place. This includes an analysis of the promoter’s documents, practices, and activities to determine the process to run the contest which follows existing local and national laws and regulations. In this case, the relevant law and regulations are **Consumer Protection Act 68 of 2008 (CPA) read with regulation 11 of the Consumer Protection Act Regulations GNR.293 of 1 April 2011 (CPA Regulations), and the Protection of Personal Information Act 4 of 2013 (as amended)**. The audit aims to reduce the risk of potential liabilities and offer recommendations to improve the functioning of the contest in the future.

Annex A

Categories and criteria 2025

Emerging Designer Award



This category is suitable for young emerging designers who are in the early stages of establishing their brands. Designers can enter using one garment or a collection that addresses the challenges of sustainability in the most exciting and beautiful way. The judging assessment will look for creativity and innovation and for how young designers are engaging with environmental, cultural and social responsibilities. The judges will also consider the designers' commercial potential and promise in contributing to the future of sustainable fashion. The designers should have been creating fashion and testing their markets for no more than three years, and should have made new garments/collections in the last 6 months and before August 2025.

Student Award

This category is suitable for students who currently are registered at a South African academic institution. Designers can enter using one garment or a collection that addresses the challenges of sustainability in the most exciting and beautiful way using circular and sustainable design principles. The judging assessment will look for creativity and innovation and will recognise that student designers have the freedom to challenge fashion's status quo, engaging with environmental, cultural and social responsibilities in a playful and creative way.

Accessory Award

This award recognises an accessory brand that implements ethical labour practices, avoids toxic chemicals, considers end-of-life and uses sustainable materials to create a quality item. Ideally, materials used are locally sourced, recyclable or recycled materials. The quality, durability, creativity and innovative design of the nominated brands will be assessed. Examples of accessories are: jewellery, belts, cuff links and studs, sunglasses, gloves, handbags, hats and headwear, neckties, purses, socks and stockings, veils and shoes.

Innovative Design and Materials Award

This award seeks to recognise a designer of clothes or / and textiles who is pioneering sustainable practices or technologies. For instance, this designer could be using creative pattern-making, introducing new technologies, innovating new business models, applying reconstruction techniques, innovating new materials and techniques, or returning to old, sustainable and cultural practices. If the innovative approach is not original, the innovation being adopted in a contemporary design should be acknowledged. Judges will consider the potential impact of the innovation. The purpose of this category is to highlight and reward those who are pushing boundaries and leading the charge in reimagining what fashion can be.

Trans-seasonal Design Award

This award recognises a collection, garment or brand that promotes trans-seasonal, multi-functionality and versatile style. It rewards quality design that aspires to be timeless and is made to last, i.e. design that transcends seasons. This category also recognises brands that remain invested in garments after their sale, for example, through the provision of lifetime guarantees and repair services. It supports slower production cycles through trend-less fashion and timeless, well-made pieces that will

last. The purpose of this category is to encourage the fashion industry to move away from the fast-paced, trend-driven nature of traditional fashion cycles.

Farm-to-Fashion Award

This category celebrates a brand or designer who is committed to cultivating transparent and traceable supply chains and advocating for regenerative and sustainable textile practices. The farm-to-fashion movement advocates for rebuilding localised, natural fibre textile systems and supply chains. The garments created should be made from natural fabric, no fossil-fuel based synthetics and as few toxins and chemicals as possible. The purpose of this category is to promote a holistic view of sustainability in the fashion industry, encouraging practices that consider the environmental and social impacts of fashion from the very first stages of production on the farm.

Pan African Artisanal Fashion Award

This award is the first Twyg Award that is open to designers from across the continent. It recognises a designer who uses artisanal craft techniques such as weaving, embroidery, botanical dyeing or another artisanal practice to make fashion that foregrounds, celebrates and values the culture and skills of the people who make the garments. Craft is a living example of slow-paced, resource-mindful and socially and culturally sustainable production. The purpose of this category seeks to recognise the contribute to preserving skills while also integrating them into the contemporary fashion landscape. This category also promotes a deeper appreciation for the time, skill, and cultural heritage embedded in each handcrafted piece, encouraging consumers to value and invest in artisanal fashion. This award honours the late South African designer Nicolas Coutts who beautifully used and explored traditional crafts and techniques in his design. This award is only open to fashion designers and brands that produce on the continent. Due to logistics, the Pan-African Artisanal Fashion Award is not eligible to be considered for the Changemaker Award.

Retail Award

This award recognises a retailer or retailing initiative that enhances and supports sustainability and circularity through selling pre-loved and gently worn clothes, swap shops, garment rental, and similar commercial and non-commercial activities that keep clothes in use for as long as possible. The award is also open to retailers who support local producers and designers, vertical and regional supply chains and sustainable design and manufacturing. It also recognises the implementation of sustainable practices within retail operations.

The Tastemaker Award

Tastemakers decide or influence what is, or will become, fashionable. This award recognises a photographer, stylist, influencer, or content creator who has actively promoted slow, sustainable fashion and/or slow living over the last 12 months and who has sparked relevant conversations. This person is helping to shift our fashion aspirations and is contributing to a sustainable fashion ecosystem by amplifying alternative fashion practices in the media. The Tastemaker supports slow fashion habits and conscious local businesses while promoting these 5Rs (reduce, repair, refashion,

reuse, recycle). The judges will also look at how the fashion content intersects with issues such as race, diversity, inclusion, identity, and culture.

Changemaker Award (not open for nominations)

The winners with the highest scores in the Awards' categories will be judged against the criteria set for the Changemaker Award. This award recognises a designer whose career has embraced social, environmental and cultural sustainable, regenerative and circular design practices. The recipient's collection/s will have helped raise awareness of environmental and social issues. This category is not open to nominations. It is awarded to one of the other category winners. Due to logistics, the Pan-African Artisanal Fashion Award is not eligible to be considered for the Changemaker Award.

Annex B

Judging Criteria

Sustainability

- Cultural Sustainability
- Environmental Sustainability
- Social Sustainability

Fashionability

- Technical Skills and Construction
- Aesthetic Value and Saleability
- Influence and Impact