twyg.

Rules and regulations

Twyg Sustainable Fashion Awards 2026

The following rules and regulations are applicable for the entrants and nominees (referred to as **entrants**) of the Twyg Sustainable Fashion Awards 2026 (“**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.

The rules of the competition and how to enter

1. **As follows:**
    a. Nominees should be able to demonstrate:
        i. Finished, quality fashion garments, accessories, and/or collections;
        ii. Ethical labour practices, including fair compensation among others;
        iii. Transparency in design and manufacturing practice, in use of resources and sourcing of materials;
        iv. A position on climate change, pollution and environmental damage.
    b. Besides the Emerging Designer, Retail, Student and the Tastemaker categories, designers, businesses, or brands should have been operating for at least three years, and should have made new garments/collections in the last six months and before August 2026. Retailers should have been operating for at least 18 months. See details on the nomination forms.
    c. 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.
    d. Nominations close on 14 October 2026.
    e. Winners of the 2025 Awards may not apply for 2026.
    f. Eight of the nine categories of the competition are open to South Africans only and people legally working here, and in the case of the Student Award, anyone legally studying in South Africa, and aged 18 years or over.
    g. The Pan-African category is open to non-South African designers, not residing in South Africa.
    h. Entrants are required to fill in a nomination form on the Twyg website.

i. Using the nomination form, entrants must provide a motivation, a compilation of the submitted designs and their personal details to qualify to the selection stage of the competition.
j. Entrants are also required to provide between 5 and 10 images of their designs, a portrait if possible (and highly recommended) a video to explain their work and links to their respective website or social media accounts.
k. The promotor understands that entrants may have focussed on one area of sustainability more than others. This process is a journey.
l. Entrants are encouraged to be factual, transparent and accurate.
m. Entrants should avoid sweeping and absolute claims such as 'environmentally friendly' or 'wholly biodegradable'.
n. Entrants should say something is locally produced or sourced if it is, and if they can show that it is locally sourced or produced.
o. Assessors/judges may request verification, garments, documentation or specifications if they feel it is necessary.
p. 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.
q. **For any questions, please email jackie@twyg.co.za**

Criteria

2. Submissions of each category will be judged against six criteria (see **Annex A** and **Annex B of the Rules and Regulations**) and will be rated between one and five.

Details of the promoter

3. 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

4. There are two independent auditors for the contest. Elisabeth Makumbi is a management consultant at Bridgespan and an admitted attorney of the High Court of South Africa. John Shija is an admitted attorney for the High Court of South Africa. He has been admitted since 2013.

Entry details

5. 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

Conflict of interest

6. 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.
7. 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

8. 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

9. Closing date for entry will be **14 October 2026**. After this date no further entries to the competition will be permitted.
10. The finalists are announced on **Thursday, 5 November 2026.**
11. The winners are announced on **Thursday, 19 November 2026.**

Prize details

12. 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, The Foschini Group, and will be awarded to the overall winner who will be drawn from the winners of the other ten categories and based on the judges scoring results.
    b) The Emerging Designer winner will receive R100,000.00 and mentorship from H&M South Africa.
    c) All sponsors and partners, and all prizes and awards to be confirmed by 11 November.

Categories

13. Winners will be chosen by undertaking the following process: There are currently eleven categories:
    a. Emerging Designer Award
    b. Student Designer
    c. Trans-seasonal Design Award
    d. Accessory Award
    e. Fashion Innovation Award
    f. Pan-African Award
    g. Retail Award
    h. The Tastemaker Award
    i. Artisanal Fashion Award
    j. Changemaker Award (not open for nominations)

14. The Changemaker Award will not be open for nomination. The Changemaker Award will be awarded to the overall winner – drawn from all the categories and based on the judges scoring results. Descriptions of each category are explained in **Annex A.**
15. The Tastemaker and Retail awards are not for designers specifically, but can include designers.
16. Due to logistics, the Pan-African Award winner is not legible for the Changemaker Award.

Judges and judging process

17. The judges remain the same as last year (except Bee Diamondhead is replaced by Sumendra Chetty) and will be announced on 28 October 2026 (collectively known as the "the judges") and will judge each of the entrants based on the criteria as noted in Annex B:

    Sumendra Chetty
    Martina Glomb
    Bielle Bellingham
    Silvia Tonui
    Idelle Tye
    Stella Hertantyo

18. The judges will mark each of the entrants on the criteria for each category and award a mark out of /5 for each category. The scoring will range from one being poor and five being excellent. Bonus points can be allocated.
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 (must still be) operating for at least three years. Retailers should have been business for at least 18 months. All winners 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.

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Annex A

Categories and criteria 2026

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, durable item. Ideally, materials used are locally sourced, recyclable or recycled materials. The quality, durability, innovation and creativity of the nominated brands will be assessed. Examples of accessories are: jewellery, belts, cufflinks and studs, sunglasses, gloves, handbags, hats and headwear, neckties, purses, socks and stockings, veils and shoes.

Artisanal Fashion Award

This award recognises a designer who uses artisanal and craft techniques such as weaving, beading, embroidery, botanical dyeing, historic textile knowledge or other artisanal practices to make fashion that foregrounds, celebrates and values the culture and skills of the people who make the garments. Artisanal practices and craft are living examples of slow-paced, resource-mindful and socially and culturally sustainable production. The purpose of this category seeks to recognise the contribution to preserving skills while also integrating them into the contemporary African 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.

Emerging Designer Award

This category is suitable for 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, quality and innovation and for how designers are engaging with environmental, cultural and social responsibilities. The judges will also consider the designer's commercial potential and promise in building a sustainable business. The designers should have been creating fashion commercially and testing their markets for no more than three years and show evidence of at least two collections, and should have made new garments/collections in the last six months and before August 2026.

Fashion Innovation Award

This award recognises a fashion brand, textile producer, brand or manufacturer using innovation to create clothing clothing or textiles while addressing environmental or social challenges along the fashion value chain. Innovation may be expressed through materials, pattern-cutting and construction, reconstruction and waste-reducing techniques, new technologies, circular design approaches, or the creative application of existing and traditional knowledge and practices. The innovation does not need to be entirely new, but where a designer builds on existing knowledge, techniques or technologies, these should be appropriately acknowledged.

Pan-African Award

The Pan-African Award recognises a designer or fashion brand contributing to the responsible African fashion ecosystem. Judges will consider the strength and originality of the designer's creative vision, the quality of the work and its cultural, social and environmental considerations. Particular consideration will be given to how the brand supports African production, craft, skills, livelihoods and value chains, helping to retain and grow cultural and economic value on the continent. The award is open to designers and brands from African countries other than South Africa whose fashion is produced on the continent. Due to logistics, the recipient is not eligible for the Changemaker Award.

Retail Award

This award recognises a retailer or retail initiative using fashion as a force for environmental and social good. It celebrates businesses that support circularity by keeping clothes in use for longer through resale, rental, repair, swapping or other models; support local designers, makers, producers and responsible supply chains; and implement responsible practices within their own operations.

The award also recognises the important role retail can play in building community. Beyond selling products, retailers can create places, platforms and experiences that bring people together, build relationships and a sense of belonging, support local creative economies, share knowledge and encourage different ways of valuing and engaging with fashion. Retailers should have been operating for 18 months.

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.

Tastemaker Award

Tastemakers decide or influence what is, or will become, fashionable. This award recognises a person (photographer, stylist, influencer, writer, thought-leader or content creator) who has actively promoted sustainable, circular, local and African fashion over the last 12 months and who has sparked relevant conversations about sustainable, circular, local and African production systems. The Tastemaker supports slow fashion habits and conscious local businesses. The judges will also look at how the fashion content intersects with issues such as race, diversity, inclusion, identity and cultures.

Trans-seasonal Design Award

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

Changemaker Award

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.

Annex B

Judging Criteria for Accessory, Artisanal, Emerging, Fashion innovation, Pan-African and Student and Trans-seasonal design (see additional guidance below):

Sustainability

- Cultural Sustainability
- Environmental Sustainability
- Social Sustainability

- Financial / business sustainability

Design and creative excellent

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

Judging Criteria for <u>Retail Award</u>

The Retail Award requires a modified common framework because entrants are not being assessed as fashion designers.

- **Sustainability**
  - **Environmental responsibility and circularity:** Does the retailer demonstrate credible practices that reduce environmental impact, minimise waste and support the circulation and longer use of garments and materials?
  - **Social responsibility and shared prosperity**: Does the retailer support fair work, responsible supplier relationships, livelihoods, skills and opportunities within the fashion economy?
  - **Local and African value creation**: Does the retailer support local and African designers, makers, producers and manufacturers, strengthen local or regional supply chains and help retain economic value within the fashion ecosystem?
  - **Circular retail innovation**: Does the retail model meaningfully challenge conventional linear retail by extending garment life through approaches such as resale, repair, rental, swapping, take-back or other innovative models?
- **Influence**
  - **Community, connection and social value:** Does the retailer go beyond transactions to create meaningful connections and a sense of community? Does it create spaces, platforms or experiences that bring people together, encourage participation and knowledge-sharing, and contribute to the social and creative life of its community?
  - **Changing fashion behaviour**: Is the retailer helping people rethink their relationship with fashion and encouraging them to buy, wear, care for, repair, reuse and value clothing differently?

Judging Criteria for <u>Tastemaker Award</u>

- **Quality and creativity of fashion storytelling**: Is the work compelling, distinctive, thoughtful and creatively strong?
- **Promotion of responsible fashion:** Does the work meaningfully communicate or advance more responsible ways of producing, consuming or valuing fashion?

- **Cultural relevance and inclusion**: Does the work engage thoughtfully with contemporary culture, identity, representation and inclusion?
- **Integrity and credibility:** Is the entrant's communication consistent, considered and credible rather than relying on superficial sustainability claims?
- **Influence on attitudes and behaviour**: Is there evidence that the work is contributing to changes in fashion conversations, attitudes, aspirations or behaviour?
- **Reach and engagement**: What evidence demonstrates meaningful audience reach, engagement and influence? Judges should consider quality as well as scale of engagement.

Judging Criteria for <u>Changemaker Award</u>

The Changemaker Award is selected from winners of all the category winners.
The central question is:
Which winner most powerfully demonstrates the potential for fashion to create positive environmental, social and cultural change?
The category scores should not simply be compared because different awards assess different forms of excellence.

- **Depth of practice:** How deeply are responsible, regenerative and circular principles embedded in the designer's practice rather than confined to individual projects?
- **Demonstrated impact**: What credible evidence is there of environmental, social, cultural or economic change resulting from the work?
- **Leadership**: Does the designer demonstrate leadership within their community, sector or the wider fashion system?
- **Innovation:** Are they developing or advancing meaningful alternatives to conventional fashion practice?
- **Influence beyond their own brand:** Does their work contribute knowledge, opportunity, visibility or change beyond their own commercial interests?
- **Potential to shift the South African / Africa fashion system:** Could their work contribute to broader and lasting change in South African fashion?