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## INTRODUCING THE 2023 MR PRICE NEW TALENT SEARCH WINNER

Following the recent announcement of Mr Price as the Fashion Retail Partner of SA Fashion Week, Cyla Gonsolves has been named this year's Mr Price New Talent Search winner.

Taking inspiration from nature and female empowerment, Cyla Gonsolve's range made nods to her love for reducing, reusing and recycling materials namely the standout pressed florals grown from her own garden in Porterville. This inspiration translated into an impeccably tailored and whimsical collection of languid day dresses, cosy knits and contemporary blouses.

"I still can't believe that I'm the New Talent Search winner. This whole experience has been breathtaking, exhausting and exciting. To all the up-and-coming designers looking to enter, just do it – enter competitions, apply for internships and learn as much as you can in this industry." Cyla Gonsolves.

As the 2023 Mr Price New Talent Search winner, Cyla will take home R50 000 to continue growing her design studio based on her Cape Town farm and receive a week-long mentorship programme learning the full retail cycle at Mr Price Head Office. Furthermore, she'll begin designing her limited-edition range bringing together her signature elegant aesthetic with her love for handcrafted details to launch in selected Mr Price stores later this year. To learn more about Cyla and see the designs that took the title, follow @cylagonsolves\_sa and her website [cylagonsolves.com](http://cylagonsolves.com)

"The standard of this year's New Talent Search is a testament to the dynamic and innovative nature of South African design. From reimagined use of textiles, to fabrics rich with colour and heritage, all the finalists should be proud of the designs they showcased down the runway. Cyla's ability to conceptualize and bring her vision to life in a fresh and unexpected way really stood out and we are so excited to welcome her into the family and support her journey as this year's winner." Kevin Smit, Managing Director of Mr Price.

All eyes will now be on the next generation of menswear designers as preparations for the Scouting Menswear show in October 2023 begin. Prospective designers looking to participate can lookout for exciting announcements coming soon on the SA Fashion Week website and all @safashionweek social platforms.

Official hashtag: #mrpricexsafw

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