

Youth Entrepreneurship

Edcon Design Innovation Challenge

The Edcon **Design Innovation Challenge** was launched in September 2016 by the Edcon Group to advance skills development and entrepreneurship in the clothing and retail sector. This initiative seeks to do so by providing final year and post graduate South African fashion design students with the opportunity to further develop their fashion, design and entrepreneurial skills through the learning platforms created by Edcon and thereby contributing towards the advancement and improvement in the calibre of our young South African designers.

This initiative is endorsed by Proudly South African as it helps build futures and create employment for young fashion industry professional whilst creating a pool of talented young designers across the South African fashion industry.

A unique initiative that provides multiple business, entrepreneurial and skills development opportunities and entails:

- 📌 21 Steps to Retail
- 📌 1yr Internship in Edgars & Jet
- 📌 Technical Skills
- 📌 Business Training
- 📌 Mentorship & Personal Development

The Edcon Design Innovation Challenge is a unique initiative that has provided multiple opportunities and exposure to:

- 27 young design students in the programme
- 21 Steps to Retail programme
Created an 8 piece collection showcased at the EDCON ProudlySA Heritage fashion Show
- 12 Month Internship
Jet and Edgars
- Six of the interns from the 2017 intake have been permanently employed by Edgars and Jet

