

MEDIA RELEASE



VIVIERS WINS MARKHAM SPONSORED 2024 TWYG SUSTAINABILITY CHANGEMAKER AWARD

22 November 2024

The 6th Twyg Sustainable Fashion Awards were held on Wednesday, 20 November in Cape Town, where Markham was a headline sponsor. Lezanne Viviers of Viviers, was announced as the winner of the main category, the Changemaker Award.

The annual Twyg Sustainable Fashion Awards celebrate sustainability and ethical practices in the South African industry, and the Changemaker Award category recognises designers who have embraced sustainable and circular design practices in their work. The recipient of this award is selected by the judges from the highest scorers of all the other award categories.

Viviers' designs are a celebration of South African raw materials, with an intent to share a broader positive social impact on humanity. All their products are locally made sustainably by the team from their Johannesburg atelier.

On receiving the award, Viviers said, "We are incredibly grateful to be selected for Twyg's Changemaker Award, sponsored by Markham. As a team, we have always prioritised our local market and manufacturing in our own studio, which allows us to be fully transparent in what we do and fully responsible for how we do things".

TFG Chief Strategy Officer, James Wilkinson said, "creating a more sustainable future for fashion is important to TFG, and the sponsorship of these awards forms part of our support for this goal. Viviers' vision of using only local and sustainably sourced products aligns with TFG's strategic commitment to localisation."

Viviers was awarded a grand prize R100 000 to continue their inspiring journey in sustainable fashion.

Founder and Editor of Twyg, Jackie May, said, "it's our 6th event, a year with more nominations than any year before. There is more at stake and more to consider. As the awards grow so does our responsibility. We don't take this lightly. We have a responsibility to our partners, to the finalists and to the winners. Ultimately, we feel a responsibility towards a growing ecosystem of people doing their best to do better."

Represented by the Markham brand, Wilkinson said TFG is very proud to sponsor the Changemaker Award. "The award recognises those who challenge the conventions of fashion, breaks down barriers and creates change that is remarkable. This resonates with our culture at TFG, where our vision is to create remarkable omni-channel experiences for our customers, not only as a retailer with 25 brands in South Africa, but as a company with a commitment to local manufacture, sustainability and community upliftment."

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