

# 'ROMANTIC SMILE' DESIGNS WIN FASHION AWARD



**VICTORIOUS SMILE:** Anisa Ami Mpungwe scooped this year's Elle New Talent Award in Johannesburg after beating the other contestants.

PHOTO: LUCKY NXUMALO

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## Zenoyise Madikwa

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Sanlam Fashion Week started on a thrilling note as Anisa Ami Mpungwe, 24, scooped the coveted Elle New Talent Award.

She was chosen from six finalists whose brief was to interpret "new romance".

Her designs, that oozed charm, sexiness and celebration with a 1970s feel, will not only make her R10 000 richer but will also expose her to a full retail cycle through a mentorship programme with Mr Price.

Mpungwe, a Tanzanian

who came to South Africa in 1994 when her father was an ambassador, holds a BA degree in fashion and marketing from the Midrand Graduate Institute.

Previous winners of the Elle Fashion Award include fashion giant David Tlale and Tiaan Nagel.

Elle fashion editor Sharon Becker, who was also one of the judges, told *Sowetan* that Mpungwe's interpretation of the brief was exciting.

"She delivered a new interpretation of romance. Everything she created had lips. She put a smile on fashion."