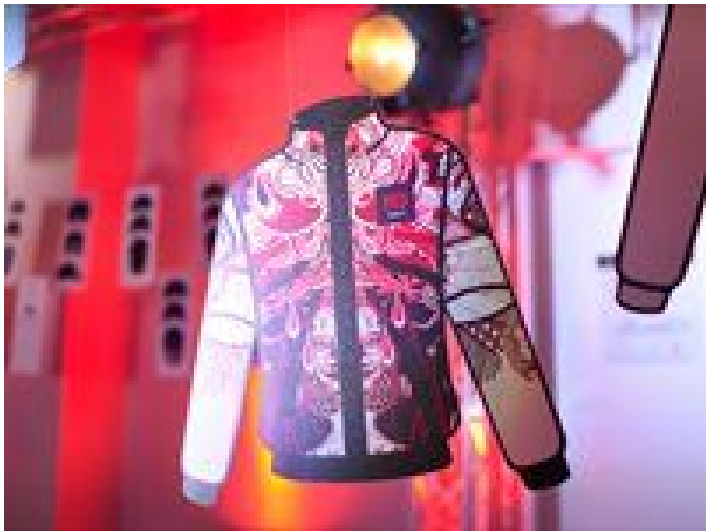


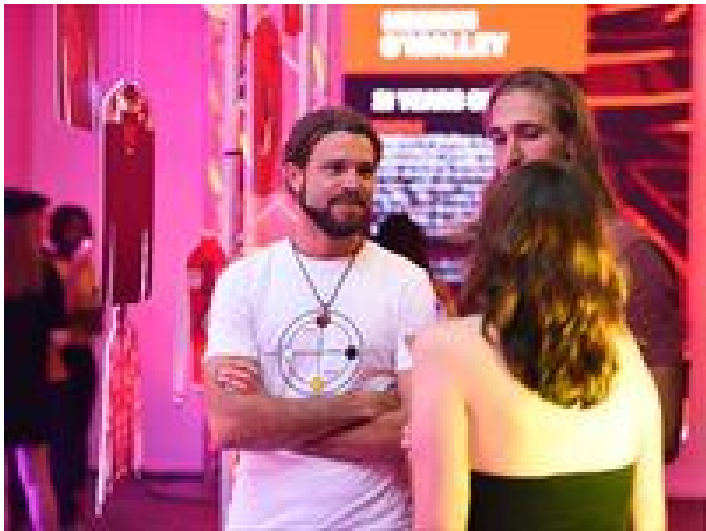
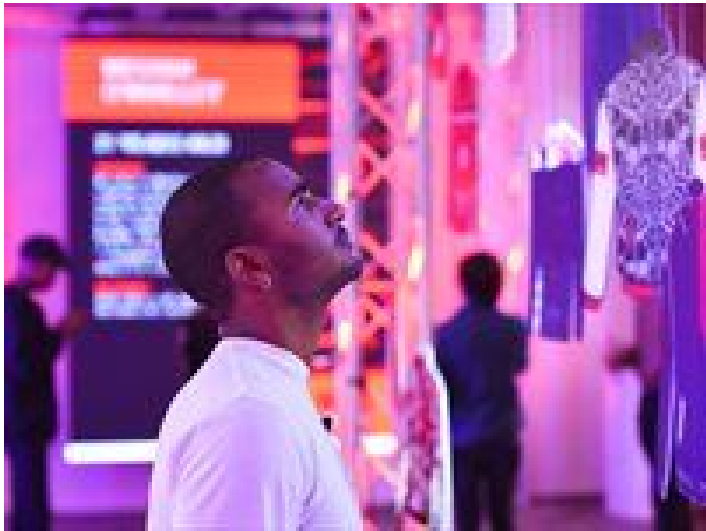
Winning #REDexperiment designs highlight SA culture

South African designers shined at the #REDExperiment 2.0 awards ceremony hosted by the Radisson RED Hotel V&A Waterfront, Cape Town last week. The design competition started accepting entries from early February and entrants were given a chance to design the hotel's new staff uniform - a T-shirt, a cap and a long-sleeve jacket. The winning designers for each of the three categories were awarded R10,000 and their designs will go into production this month.













The winners for this year's competition are:

- Best cap design - Sinenhlanhla Lombo (Durban)
- Best T-shirt design - Joshua MacKenzie (Durban)
- Best jacket design - Chad Jakes Linden (Cape Town)

Leonie Andereya, Curator at RED, said they were mainly looking for the designs to connect the hotel to South Africa, its people and culture. "South Africans are so talented. Each design demonstrated amazing creativity and diversity, and we want to thank all of those who took the time to participate. We were truly blown away by everyone's unique style," said Andereya.

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