

NWSD NEWS

NORTH WEST SCHOOL OF DESIGN'S MONTHLY NEWSLETTER

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TURNING BRANDS INTO FASHION



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TURNING BRANDS INTO FASHION: INSIDE THE 2026 DIGITAL ADVERTISING FASHION SHOW

The 2026 Digital Advertising Fashion Show once again proved that creativity knows no limits. This exciting annual event challenges students to think beyond traditional fashion design by transforming marketing and advertising materials into extraordinary wearable works of art.

The concept is simple yet innovative: brands sponsor students by providing promotional and advertising materials, which the students then use as the primary medium for creating their garments. From banners and packaging to printed marketing collateral, these materials are reimagined into striking fashion pieces that showcase both sustainability and exceptional design thinking.

This year's show was nothing short of spectacular. Students pushed creative boundaries, demonstrating remarkable craftsmanship, originality, and the ability to tell a brand's story through fashion. Each look reflected countless hours of dedication, problem-solving, and artistic vision, resulting in a runway experience that captivated everyone in attendance.

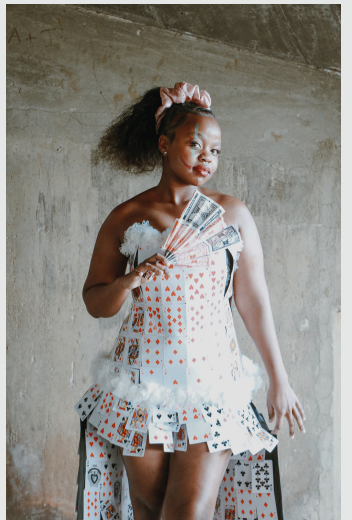
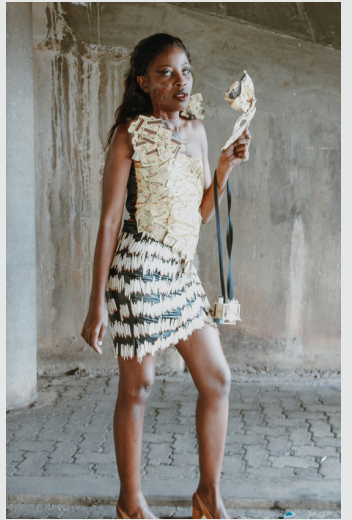
The 2026 Digital Advertising Fashion Show celebrated the powerful collaboration between industry and emerging designers, highlighting how fashion can transform everyday materials into something truly extraordinary. The talent, innovation, and passion displayed by our students made this year's event an unforgettable success.

Take a look at the incredible looks from this year's show and witness the future of fashion innovation in action.

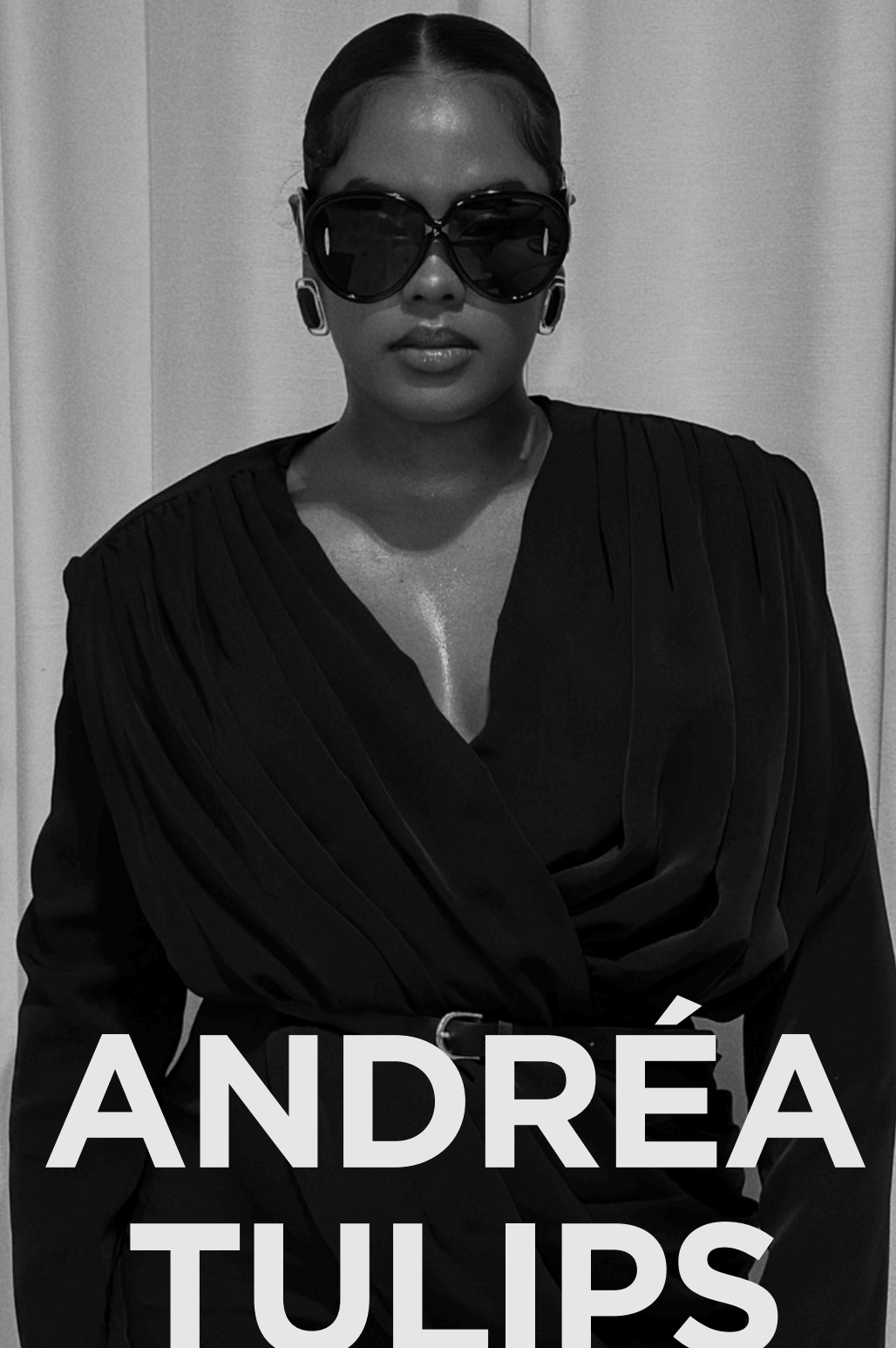












ANDRÉA TULIPS

NWSD FEATURE
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ANDRÉA WILLOW BEYERS – DREAM BIG, WORK HARD, SHINE BRIGHT

Some people have a way of inspiring everyone around them simply by showing what is possible through determination, hard work, and staying true to who they are. Andréa Willow Beyers, known to many as [@andrea.tulips](https://www.instagram.com/andrea.tulips) on Instagram, is one of those people.

Andréa grew up in Tafelsig Mitchells Plain, Cape Town, a community that has faced its share of socio-economic challenges. Yet, from a young age, she refused to let her circumstances define her future. Instead, she allowed her dreams, ambition, and unwavering work ethic to guide her path.

In Grade 9, Andréa was given the incredible opportunity to complete her high school education at the Oprah Winfrey Leadership Academy for Girls. This milestone reflected the potential others saw in her and the determination she had already shown.



Her passion for fashion continued to flourish, and in 2016, she won the Gert-Johan Coetzee Bursary, which enabled her to study at the North-West School of Design (NWSD). Andréa graduated in 2019, but even during her years at NWSD, it was clear that she approached every opportunity with enthusiasm, professionalism, and a desire to make the most of her talents.

Today, Andréa has built an exciting career as a content creator, sharing her love for fashion, beauty, and lifestyle with a growing audience. Her work has opened doors to incredible experiences, including attending exclusive product launches and events hosted by world-renowned brands such as Chanel, Chloé, Yves Saint Laurent (YSL), and many others. She has also been featured on Espresso Morning Show, further establishing herself as a respected voice in the industry.

What makes Andréa's story so special is not only her success, but the way she reminds others that where you come from does not determine where you can go. Through hard work, perseverance, and believing in herself, she continues to break barriers and create opportunities that once may have seemed out of reach.

Andréa is an inspiration to our NWSD students, alumni, and everyone who has a dream they are working towards. Her journey encourages us to keep showing up, keep working hard, and keep believing that great things are possible.

We are incredibly proud to celebrate Andréa Willow Beyers as part of the NWSD family and look forward to seeing all that she continues to achieve. If you are not already following her journey, be sure to follow [@andrea.tulips](https://www.instagram.com/andrea.tulips) on Instagram. Andréa is truly reaching for the stars – and inspiring others to do the same.



NWSD STUDENT FEATURE: NWSD STUDENTS SHINE ON NATIONAL TELEVISION

WE DON'T PLAY SMALL: NWSD STUDENTS SHINE ON NATIONAL TELEVISION

North West School of Design students Junior Sikhosana, a third-year Fashion Communication student, and Kgotso Mokhachane, a second-year Fashion Design student, recently represented the institution on SABC2's OurSpace, a platform dedicated to youth voices and issues affecting young South Africans.

Invited to participate in a discussion about youth and fashion, both students shared their experiences as emerging creatives and their perspectives on the future of the fashion industry.

The opportunity began months earlier when Junior was encouraged to submit practice interview recordings to the SABC contact team. In June, both students were informed that they would be appearing on the show.

"It was such a good opportunity to truly step into the person I know I'm becoming," Junior shared. "These are some of the things I'd love to do, and it was slowly happening."

For Kgotso, the experience became real the moment he sat on the studio set. "I thought, 'What a moment in a lifetime,'" he recalled.

Although both students felt nervous—especially after learning the interview would be broadcast live—they embraced the challenge. Junior focused on staying present, while Kgotso reminded himself to simply be authentic.

The experience taught them valuable lessons about confidence, growth, and trusting their own voices. Junior reflected that it reinforced the importance of owning her confidence, while Kgotso learned not to overthink and to remain true to himself.

Representing NWSD on a national platform was a proud moment for both students and a reminder that talent can thrive anywhere.

"Students have been placed at NWSD for a reason," said Junior. "Just because it's in a small town doesn't mean we play small. We too can do great things."

Their appearance on OurSpace highlights the creativity, ambition, and talent within the NWSD community, inspiring other students to embrace opportunities beyond their comfort zones.

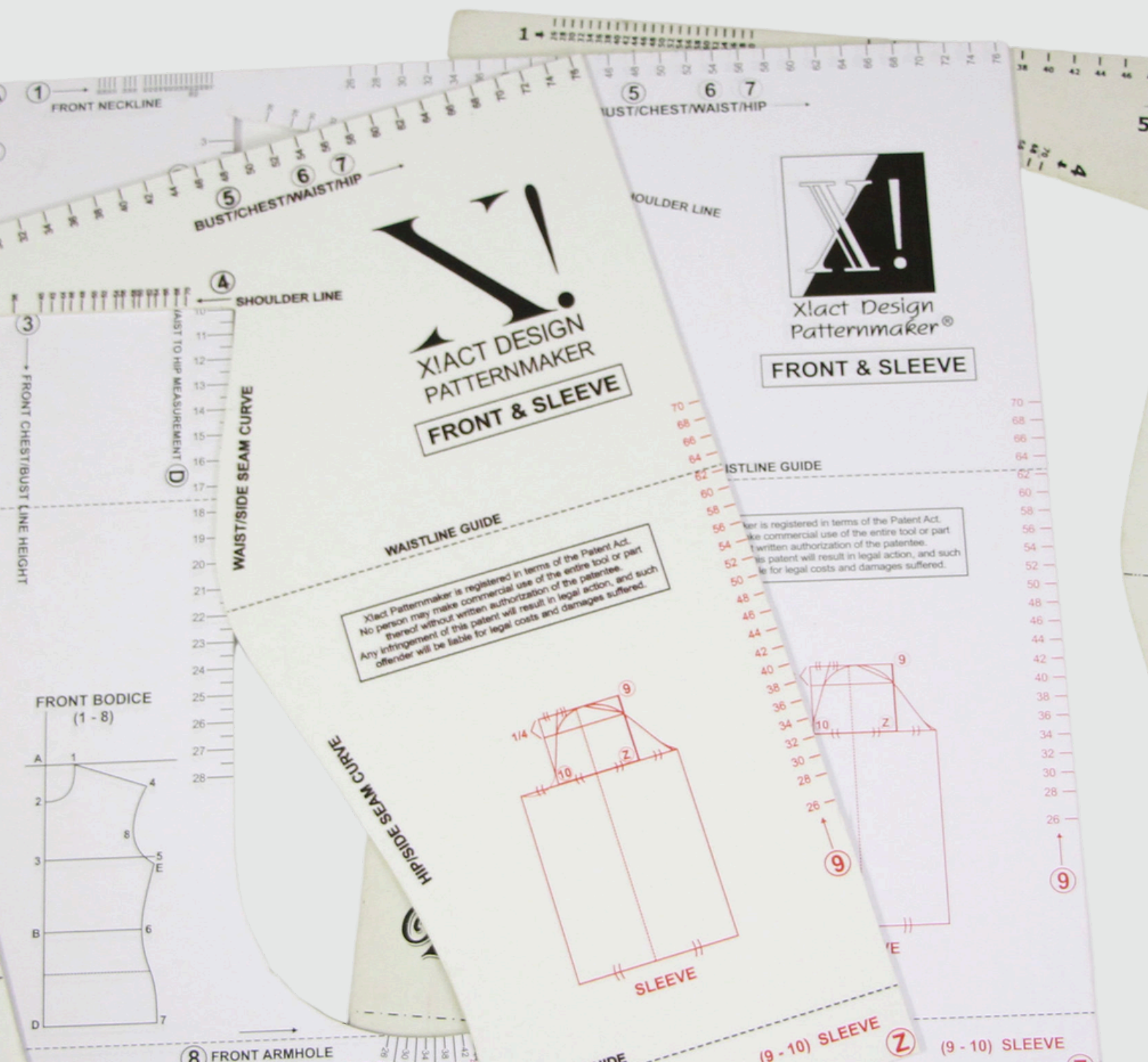
Junior and Kgotso extend their sincere gratitude to NWSD, SABC2, and the OurSpace team for believing in them and providing a platform to share their stories with a wider audience.



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Phone: 018 462 5149

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