



MZANSI FASHION GOES WEST

5 December 2021



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA



NATIONAL
EMPOWERMENT
FUND

Growing Black Economic Participation



SA to put its best foot forward in Ghana

One of the seminal objectives of the African Union is to “promote sustainable development at the economic, social and cultural levels as well as the integration of African economies”.

In pursuit of this historic injunction, in December 2021 His Excellency President Cyril Ramaphosa will lead a delegation of the South African Government along with leading captains of industry on a State Visit to West Africa in pursuit of strengthening bilateral and trade relations between South Africa, Côte d'Ivoire and Ghana, respectively.

Discussions will be aimed at concluding Memorandums of Understanding between the respective Heads of State. It is also the objective of the State Visit to promote economic cooperation between South Africa and the two countries, including enhancement of import and export trade exchange.

An important highlight of the State Visit to Ghana will be the staging of a Fashion Show in Accra on 05 December 2021, featuring fashion designers from the two countries.

The Trade and Development Bank estimates that the entire African fashion value chain of, from raw material to the design waltzing down a runway and on display across the retail market, “could be worth \$15.5 billion in five years as personal incomes grow.”

This is particularly the case in light of the long-awaited African Continental Free Trade Area (AfCFTA), which came into operation on 01 January 2021. The AfCFTA has the potential to open the market to local production and manufacturing and increase opportunities for African designers to sell directly to the consumers across the continent.

Fashionomics Africa, an initiative of the African Development Bank to stimulate regional integration and intra-African trade, is a tangible step in the right direction to promote and grow the fortunes of African designers.

In South Africa, Government and its various development finance agencies have been supporting the textiles and clothing sector with the aim of achieving sustainability. The focus has been in investing in plant and equipment as well as efficiency improvements to enable the sector to become more competitive.

This booklet profiles some of South Africa's eminent designers who will showcase their work .

They include David Tlale, Thula Sindi, Laduma Ngxokolo (Maxhosa Africa), Mapitso Mokhele (Rich Couture), Hangwani Nengovhela (Rubicon Clothing) and Palesa Mokubung (Mantsho).

Mzansi Fashion Goes West because the time to deepen economic, social and cultural integration, has come.

Mr Vusumuzi Mkhize

Director General

Department of Sports, Arts and Culture

Government of the Republic of South Africa



David Tlale

David Tlale is an African fashion designer born in Vosloorus, a township in the East of Johannesburg, South Africa. He studied fashion and technology at the Vaal University in South Africa.



DAVID TLALE



From 1999 to 2003 David was a lecturer at the Vaal University focusing on computer-aided design, creative design and pattern grading.

In 2003, he won the Elle New Talent at SA Fashion Week at which time he launched his David Tlale brand.

Commenting on the industry, Mr Tlale says, "the exciting heritage of culturally diverse South Africa imbues our design scene with earthy originality in a globally competitive industry."

"The colour, warmth and textures of our raw materials are seen and felt on international catwalks as African inspiration infuses the major fashion houses. But the time has come for the wealth of resources to be married to the talent, creativity, and beauty of South African designer's dreams and aspirations."

Thanks to Africa's cultural diversity, heritage and multi-traditional inspiration, Mr Tlale's brand, inspired by his township upbringing, remains a home-grown label standing out from the crowds.

"We draw inspiration from our roots, upbringings and most of all, learning to survive from the hood, thanks to the design elegance

that challenges the clichéd and predictable fashion trends and stereotypes that box African fashion."

David Tlale's garments embody beauty, craftsmanship, luxury fabrics, prints designed to evoke and translate the evolution of the African heritage, narrating globalisation of the African stories. His collections are designed to tell stories in loud yet sophisticated tones, without pretense and shun harshness for poise, for the old and new generations.

"Dynamic in our responses to local and global trends, manufacturing and influencing, we prioritise style coupled with expert use of beautiful and high-quality fabrics conceived from the designer's stylistic research and love for luxury."

CONTACT DETAILS:

Email: studio@davidtlale.com

Website: www.davidtlale.com



Thula Sindi

"A tale told in the clothes of exquisite quality, love and lavishness. Taking you into a magical fantasy and capturing your imagination. A brand that truly represents what every woman wants."

This is how the South African fashion industry describes Thula Sindi.



THULA SINDI

SIMPLICITY INSPIRED SOPHISTICATION



6

Established in 2005, Thula Sindi brand creates exquisite and delicately crafted masterpieces and has gained a loyal following among women who appreciate well made, intelligently designed and reasonably priced clothing.

Thula Sindi identified a niche in the South African and African markets in which women would love nothing more than to wear South African designed and manufactured garments provided they are:

- **Wearable** – enhance their lifestyles from work to occasions and leisure
- **Fashionable** – up-to-date styles that have international and local relevance
- **Of good fabric and are of high quality**
- **Easy to purchase ready to wear** – not waiting for made-to-measure but available in many retail outlets
- **Offer great value** – number of wears versus price paid.

In 2019 Thula Sindi opened Africarise, a concept store that retails men's & women's clothing, accessories and art from a range of creators across the African continent. Currently Africarise has 3 locations across South Africa (Sandton City, Menlyn Pretoria and Joburg City) and retails internationally via its online store www.africariseonline.co.za. More than 33 brands in-store and include:

- David Tlale (South Africa)
- Loincloth and Ashes (Tanzania)
- Koki Kamala (Botswana)
- Mille Collines (Rwanda)
- Galago (Kenya)

CONTACT DETAILS:

Email: thula@thulasindi.com

Website: www.thulasindi.com



MAXHOSA AFRICA

Laduma Ngxokolo



MAXHOSA AFRICA is a South African knitwear brand founded in 2012 by Laduma Ngxokolo. This was inspired by the desire to explore knitwear design solutions that would be suitable for amakrwala (Xhosa initiates). Mr Ngxokolo's initial vision was to create a modern Xhosa-inspired knitwear collection that would be suitable for this market. As a person who has undergone the initiation process, Mr Ngxokolo felt that he had to develop premium knitwear that celebrates traditional Xhosa aesthetics.



MAXHOSA AFRICA



8

Along his journey into exploring astonishing traditional Xhosa beadwork patterns, symbolism and colours, he discovered that they would be the best source of inspiration for the knitwear, which he then reinterpreted into modern knitwear.

MAXHOSA AFRICA designs showcase the beauty, culture, language and aspiration of the Xhosa people. Evolved and amended in a modern way and a current design context, it translates into a form that resonates with multiple fashion markets globally.

MAXHOSA AFRICA's inspiration is to become a leading African premium and mass heritage fashion & lifestyle brand.

CONTACT DETAILS:

Email: info@maxhosa.africa

Website: www.maxhosa.africa



Rich Couture

Mapitso Mokhele

Rich Couture was founded in 2012 by South African-born Mapitso Mokhele. When asked about what got her into fashion design, she says "I've always been a person of style. I always valued the confidence and status that comes with looking good. This motivated me to get into fashion design because once you've experienced the essence of glamour, you just can't get enough."





Rich Couture is a high-end high fashion brand that focuses on quality and simplicity. The company's authentic designs are what defines it as a brand that creates masterpiece designs.

Rich Couture has showcased at various fashion shows, most notable the SA Fashion Week in 2015, showcasing a variety of designs. Proudly South African, Rich Culture designs are based on simplicity, taking inspiration from international brands such as Prada, Dior and Chanel.



“As Rich Couture, we value products that have proven themselves through design, material and craftsmanship to be trustworthy, reliable and dependable. Our pride in quality is one that ensures every garment can be handed down to future generations, we pay exceptional detail to quality.”



CONTACT DETAILS:

Email: rcdesigner37@gmail.com

Website: www.richcoutureza.co.za



Rubicon Clothing

Hangwani Nengovhela

Rubicon Clothing is a proudly South African, upmarket fashion design and manufacturing company. Based in Johannesburg, South Africa, the company was established in 2002 by Ms Hangwani Nengovhela. It is synonymous with women who have a discerning and distinguished fashion consciousness, taste and flair.



Rubicon

“Our creations embody an effortless style, form flattering sophistication, tailored craftsmanship and timeless design and celebrates this with over 19 years of continuous successful trading, always offering exclusive, original, and feminine styles,” says Ms Nengovhela.

Rubicon is led by a true entrepreneur who has created a full value-chain from design concept, manufacturing and delivery to fulfilling clients' requirements. Her personal involvement in the production process creates a unique customer experience.

Rubicon Clothing's vision is to be a leading global fashion manufacturer across segments and categories while espousing and redefining the greatest social responsibility, ethical business practices and customer loyalty.

Ms Nengovhela is a qualified clothing and textile specialist. For the past 15 years, Rubicon Clothing designs have been showcased at various shows across the globe, including Paris, Ireland, United Kingdom, Nigeria, Tanzania and many others. As a sought-after brand, Rubicon Clothing's client base includes celebrities across the political and social spectrum.



12

CONTACT DETAILS:

Email address: info@rubiconclothing.co.za

Website: www.rubiconclothing.co.za



MANTSHO

Palesa Mokubung

Mantsho by Palesa Mokubung is the first design house to collaborate with global giant H&M. The Mantsho x H&M collection is sold in H&M's flagship and online stores worldwide. Owner, Palesa Mokubung, holds a Bachelor of Arts in fashion design and is known for creating her own unique prints and textiles. In 2019, she was named The African Trend Dictator by True Love Magazine.





She also received a Lifetime Achievement Award at Free State Fashion Week, received a GQ magazine Best Dressed Award as well as the Haig Club Clubman Disruptor Award.

Mantsho has showcased her work in South Africa and beyond, including the BRICS show in 2018.

Palesa is very passionate about empowering young designers and imparting her knowledge and skills especially because she understands the gap that exists between fashion schools and the industry. In 2019, she mentored young designers from the Eastern Cape – in South Africa – as part of for the annual Buyelekhaya Fashion Show Festival.

Established in 2004, Mantsho designs are a perfect balance between functionality and aesthetic panache, which leaves a woman feeling comfortable and sophisticated.

Mantsho is “for women who are driven, sophisticated and classy.”

CONTACT DETAILS:

Email address: mantsholifestyle@gmail.com/
pmokubung@gmail.com
Website: www.mantsho.com





5 December 2021



sport, arts & culture
Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



the dtic
Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA



**NATIONAL
EMPOWERMENT
FUND**
Growing Black Economic Participation