

Fashion first for SA men and managing diversification

TANKISO KOMANE

MANAGING the growing folly of fashion diversification is vital for the industry's long-term economic growth. Some of the country's most powerful fashion brands might sadly not have fully come to grips with how important this is, as the result they tend to remain stagnant or – like some before them – may simply end up having to close shops.

Pushing beyond your comfort zone is crucial if you are trying to grow your business, as NakedApe designer Shaldon Kopman has proven. The multi award-winning South African fashion designer has joined hands with Jonathan D (a trusted, upmarket male clothing local brand which has positioned itself as a viable alternative to high-end international designer brands).

To create a limited collection of accessible and wearable designer menswear.

An initiative of menswear fashion powerhouse GA Creative Brands – this wholly unique menswear collection titled, MANifestation – will be launched at 8pm tonight at the South Africa Fashion Week Spring/Summer 2014 at Crown Plaza in Rosebank, Johannesburg.

Designed with a distinct purpose to bridge the gap between high fashion tailoring and the African man, the collection will be sold under the JD by Shaldon Kopman label. GA Creative Brands' Gavin Abro said: "Every man should be able to obtain fine apparel from local designers and a collaboration like this makes that possible."

Poised to inspire more meaningful synergies between mainstream fash-

ion houses and local designers, JD by Shaldon Kopman was not only created to give Afropolitan men the opportunity to express and explore their fashion sense within their financial means, but to inspire local designers themselves.

Kopman, a well-known name in the fashion industry, explained: "I know that as a designer it's hard to make your collection a commercial success unless you have the right kind of support and budget in place. By collaborating with GA Creative Brands, I want to encourage local manufacturers and designers to synergise, to think accessible designer wear."

Available in stores in August, the col-

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lection combines versatility with an economic approach for absolute efficiency without compromising on style.

It draws inspiration from Kopman's established fabrication signature of cotton.

tankisok@thenewage.co.za



NAKED: Naked Ape designer Shaldon Kopman literally pushes boundaries.