

Fashionable collaboration

Michelle Loewenstein

Menswear fashion house GA Creative Brands has teamed up with award-winning fashion designer and stylist to the stars Shaldon Kopman to create a proudly South African, limited edition collection.

JD by Shaldon Kopman is an exclusive menswear range designed with a distinct purpose: to bridge the gap between high fashion tailoring and the African man.

We chat to GA Creative Brands' Gavin Abro and Kopman about the latest trends in the men's fashion world.

What has been the biggest change in men's fashion in the past 10 years?

In our opinion it would be metrosexuality. More and more men are conscious of their well-being.

The number of menswear shows at Mercedes-Benz Fashion Week Joburg increased this year. Why do you think this is?

The menswear market is not as saturated as that of the opposite gender. A lack of variety and access to designer menswear would contribute to this.

What three elements are vital when choosing a formal suit?

Quality fabric, a comfortable fit and wise colour choices will allow for versatility.

What five items of clothing should every man have in his closet?

A well-fitted dark coloured suit, crisp white firm-collared fitted shirt, slim fitting cotton cargo pants, a quality T-shirt and an elegant hooded zip-up casual jacket.

What makes African fashion so unique?

It would be very difficult to generalise about all African fashion as there is so much style and variety. We would say our people are what makes African fashion so unique.



What is the secret to making a print work for you?

Identity would be the secret. Let it be full of significance to you and the consumer alike.

What trends should men look out for this winter?

Individual style is what it is about. Wear flattering colours, considered prints, layer the look with well-fitting items and ensure that you give yourself a once-over glance in a full-length mirror before you leave home. Keep it real and wear natural fabrics.

What menswear trends do you foresee emerging in the next five years?

Individuality will be a continuous reinforced identity in fashion. Who knows, between deep space and the darkest corner of the continent something will emerge. And for those who don't know, but still care, keep it classic – you just can't go wrong.

What is your advice to a young person trying to break into the fashion game?

Educate yourself and stay focused. Be true to yourself and embrace your identity.



For more information
gacreativebrands.co.za

