



PEOPLE TO WATCH

12 OCT 2015

21 Icons: Laduma Ngxokolo

The sixth short film in the multimedia series 21 Icons Season III celebrates textile designer Laduma Ngxokolo.

Laduma uses traditional beadwork motifs and patterns to celebrate the rich heritage of the Xhosa culture in his knitwear for men.

MaXhosa by Laduma is proudly knitted in South Africa with South African mohair and merino wool. Although producing locally has its challenges, Laduma says knowing he is contributing towards growing jobs and the economy makes it worthwhile.

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Last year Laduma won the Emerging Designer of the Year Award at the African Fashion International Awards and was invited to present his work at the What Design Can Do conference in Amsterdam. A few months later he was invited to showcase his collection at Mercedes-Benz Fashion Week Berlin, which won him the Premium Emerging Designer Award for his menswear range. He was then invited to exhibit MaXhosa at the Premium exhibition in Berlin and Munich, Germany. In November he showed a collection at Mercedes-Benz Fashion Week Africa.

In February 2015, Ngxokolo beat out 10 other African designers to win the inaugural Vogue Scouting for Africa prize. Ngxokolo told *Vogue Italia* that his designs are inspired by Credo Mutwa, Nelson Mandela and Steve Biko.

"It is our responsibility as young South Africans to use the privileges of our freedom and distribute them to the underprivileged to work towards a prosperous nation so we can make a better life for people living below the poverty line," says Laduma.

Watch the video here:



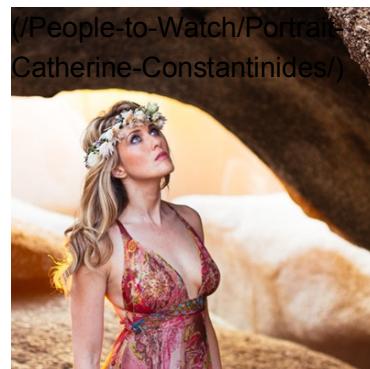
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Portrait: Laduma Ngxokolo (/People-to-Watch/Portrait-Laduma-Ngxokolo/)



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21 Icons: Behind the Scenes with Catherine Constantinides (/People-to-Watch/21-Icons-Behind-the-Scenes-with-Catherine-Constantinides/)



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