



LUMINANCE

LUMINANCE

LIVE LIFE BEAUTIFULLY



SECOND EDITION 2015

FROM LEFT TO RIGHT:
Blanca: Sunglasses and Bag by Marc Jacobs,
Earrings by Oscar de la Renta,
Dress by Michael Kors,
Shoes by Manolo Blahnik.
Maps: Suit, Shirt and Tie by Alexander
McQueen, Shoes by House of Olé.





FROM LEFT TO RIGHT:
Tahlecia: Top and Skirt by Roland Mouret, Shoes by Jimmy Choo,
Bracelet by Oscar de la Renta.
Blanca: Dress by Balenciaga, Shoes by Nicholas Kirkwood.
Maps: Scarf and Shirt by Alexander McQueen, Pants by House of Olé.
Josh: Shirt by Marc By Marc Jacobs, Pants by House of Olé,
Shoes by Alexander McQueen.



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LUMINANCE
LIVE LIFE BEAUTIFULLY



ALEXANDER MCQUEEN & MANOLO BLAHNK

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A woman with her hair in a bun, wearing a white dress with a red sash, is seen from behind, looking up at a blue sky with white clouds. The scene is framed by a large, dark geometric shape that resembles a stylized 'X' or a diamond. The top-left corner of the image shows a green, grassy slope.

CAROLINA HERRERA
NEW YORK



LETTER FROM THE
**EXECUTIVE
CHAIRMAN**

Dr Judy Dlamini



It feels like it was only yesterday when we launched our first issue, at the tail end of the Spring Summer 2015 Fashion Week. Now here we are, excited to bring you our second issue! We've just witnessed Fall Winter 2015-16 Fashion Week where fabrics in every texture and type ruled the runways from Paris to Milan. At Luminance a lot has happened since. We've welcomed three new young members to the family; two baby boys named Ray Ezra Cohen, and Njabulo Nxumalo and a princess named Amarissa Mabuza. Congratulations to our Creative Director/Senior Visual Merchandiser, Rosie Cohen and her husband; our Cleaner, Gugu Nxumalo and her husband and; our Sales Associate/Cashier Sheila Mabuza and her husband on their growing families. We have no doubt that the new fashionistas will soon learn how to Live Life Beautifully!

We are excited to introduce more designers, more channels and more products to the Luminance Group!

"David Tlale @ Luminance SS15 Fashion Show"

We hosted the David Tlale @ Luminance fashion show towards the end of 2014 (Page 82-83). Thanks to David Tlale and his production team for putting together a fantastic show. His Spring Summer 2015 collection is doing very well. Thula Sindi and Suzaan Heyns, local designers that were also introduced at the end of 2014, are proving to be great additions to Luminance as well. We are proud to showcase a few pieces of fashion art from The House of Ole, which will be available soon at our store (Page 40-41).

"Miss World @ Luminance"

When Sharon Mpenbe, our Sales Associate, served a young beautiful lady in December 2014, she didn't know that in a few days' time her customer would be crowned Miss World. Well done Rolene! South Africa is proud of you. We had the privilege to host Ms Rolene Strauss, her mother Theresa and her stylist, Werner Wessels soon after she was crowned. Thanks to James Moroeng our Stylist/Visual merchandiser for making this possible. The saying that an apple doesn't fall too far from the tree, holds true in the case of Rolene and Theresa. Both exude humility and timeless beauty! We consider them to be part of the Luminance family now.

Rolene's P&G 'Keeping Girls in School' initiative resonates with Luminance's commitment to the education and empowerment of women especially in rural areas. Our contribution to her initiative (through my family trust-Mkhiwa Trust) was informed by this commitment. Mkhiwa, the clan name for the Nxasana family, is our Public Benefit Trust that focuses on rural development and education of the previously disadvantaged, particularly women. The Trust will be opening a community centre in kwaNcakubana, outside Ixopo in KwaZulu-Natal in mid 2015. The centre will offer skills training while also being a marketing/selling platform for goods produced by local community.

"Jimmy Choo @ Diamond Walk"

Mid-2015 will see the launch of the Jimmy Choo mono brand store at the Diamond Walk in Sandton City. After stocking the brand for a few months at Luminance the demand justified a standalone store. We look forward to the opening of the Diamond Walk which will be the shoppers' paradise.

"It gives me great pleasure to introduce our own St Lumi bag collection!"

"St Lumi Bag Collection"

We'll be launching our first bag collection under our own label - St Lumi. We are incredibly excited about the collection as it caters for an avid traveller's needs. The unique travel wallet, which is practical yet stylish, allows the traveller to separate the different currencies. The first collection will offer ostrich and patent leather options. Other bags in the collection will include both a contemporary and an elegant look in different exciting colours.

"Luminance online shopping"

Over the past two years we have served customers from all over the continent. It gives me pleasure to report that we will soon be available online, thus giving easy access to our customers wherever they may be. A special thanks to Clare Weru, who runs this division of the Luminance business and the social media. You can follow us on Instagram@LuminanceOnline for up-to-the-minute updates and to check out what's in store.

"Luminance opening in Sandton"


I am pleased to announce that from May 2015, Luminance will have a store at the Nelson Mandela Square. The initial pop-up store will be replaced by a permanent store at the end of 2015. Luminance Sandton will be of similar size to Luminance Hyde Park. We look forward to welcoming you.

"Fashion for the beautiful Fuller figure"

As part of the Max Mara Group, Marina Rinaldi, the leading fashion brand for the curvy figure will be at Luminance soon. Marina Rinaldi has dressed curvaceous women for over three decades. With six collections that offer contemporary elegance, Marina Rinaldi will sit alongside Weill which has done well since it was introduced to our store last summer.

My gratitude goes to the Luminance team for their hard work and dedication as well as our loyal customers. A special thanks to the contributors to this issue: Danya Magid, our Brand Specialist; James Moroeng; Clare Weru; Thebe Ikalafeng; and Milisuthando Bongela. Rosie, this issue goes to Ray, for 'allowing' you to work till the end of your pregnancy. Dzi kuj!

It is a privilege to have Lerato Tshabalala as our guest editor for this issue. Lerato studied Business and Entrepreneurship at the University of Notre Dame in Indiana, USA, as part of the Washington Nelson Mandela Fellowship. She has over 15 years experience in the South African publishing industry. For most of her career she has moved between newspapers and magazines in the country, including Oprah (SA) and Marie Claire (SA) as a senior writer. At Sunday Times she edited the Lifestyle section for five years. She spent two and half years as editor of South African English women's title, True Love. After graduating from Mandela Washington Fellowship, she decided to start her own custom publishing company, Lerah Media (Pty) Ltd. It was a pleasure to work with you on this issue Lerato, Siyabonga.

We hope you enjoy this issue as much as we loved putting it together for you. 2015 is going to be an exciting year as we continue to Live Life Beautifully! All the best. 

Judy

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A WORD FROM THE GUEST EDITOR

Lerato Tshabalala

When I attended the Nelson Mandela Washington Fellowship in 2014 at the University of Notre Dame in Indiana, I told my friend Petrina Auino (a doctor from Namibia) about a South African business woman I'd heard about who was stylish and loved cars the way I do. My friend and I started using this woman as a barometre for how we'd measure our success post the Fellowship.

Petrina and I had been studying business at Notre Dame (ranked 18 in the best universities in the States) and we were looking forward to coming home and making our dreams come true. But since the road to business is a treacherous one, whenever life would beat us up, we would imagine ourselves living like the lady I had heard about. Little did we know how profound and ubiquitous the Law of Attraction truly is!

That lady was the chairman of Luminance, Dr Judy Dlamini. Fast forward to February 2015, a week before my 35th birthday, I found myself sitting across from Dr Dlamini in her elegant boardroom, star struck and in utter awe at how fate had brought me here. She was looking for a guest editor for the second issue of the Luminance magazine. A couple of months prior to that meeting, my fashion editor and stylist friend, Palesa Mahlaba and I had come to the launch of David Tlale's collection at Luminance and watched on as Dr Dlamini and her husband, Sizwe Nxasana, welcomed guests to the event. "Pale, one day we'll meet that lady," I said to my friend, not knowing how exactly that would happen at the time. When they say 'Speak it into existence' they are not joking. We truly are the sum total of our thoughts. I believe this with conviction. If my story sounds fantastical, imagine being me!

In many ways, I can't believe I got to guest edit this issue and work with the incredibly accomplished and gracious Dr Dlamini and her wonderful team. We've created some of the most memorable fashion moments of my 15-year career in media. So much so that when I watched our model, Blanca Janches in a white Alexander McQueen masterpiece, atop a mirror at the grand Le Chatelat Residence, I cried. In that moment, some of my colleagues were perplexed but I knew how lucky I was to be able to create magical fashion editorials with total autonomy. It's something that many

people dream about. And for me, a girl who grew up in a three-roomed house in Soweto, it's a total dream come true to work with rails filled with couture pieces from McQueen, Oscar de la Renta, Jimmy Choo, Manolo Blahnik and more. It's like being in *The Devil Wears Prada* but five times better because it's in real time!

So what should you look forward to in this issue? Everything! But don't take my word for it, see for yourself, we've created this magazine for you after all. I'd like to thank the talented James Moroeng and Danya Magid for helping me put together this issue. And a special thanks goes to Benjamin Mbungeni for his gentle demeanor and studious nature. I might be the guest editor but I'm part of a great team and I share any spotlight that may shine on me with this great team.



Whether you're looking for something whimsical or ideas on how to dress for down time, we've got you. From menswear modeled by the handsome Maps Maponyane and edgy Josh Boulton or celebrating the SA designers inside Luminance, you can be guaranteed that when you close the last page of this magazine you'll be more than ready to Live Life Beautifully! ✍️

Love & Light
Lerato



THE SUITE LIFE

Whether you're vacationing in the south of France or the Western Cape's Winelands, understated elegance stays in style.

FROM LEFT TO RIGHT:

Josh: Hat by House of Olé, Sunglasses by Gucci, Jacket by Marc by Marc Jacobs, Top, Pants and Shoes by Alexander McQueen.
Maps: Sunglasses by Gucci, Shirt and Jacket by Alexander McQueen, Pants by House of Olé, Shoes by Maison Margiela.
Tahlecia: Sunglasses by Gucci, Shirt and Bag by Chloé, Pants by Balenciaga, Shoes by Alexander McQueen.
Blanca: Sunglasses by Fendi, Dress and Shoes by Alexander McQueen, Bag by Balenciaga.





THIS PAGE:

Tahlecia: Top, Skirt and Shoes by Alexander McQueen, Bag by St Lumi.

OPPOSITE PAGE, FROM LEFT TO RIGHT:

Blanca: Earrings and Bracelet by Tory Burch, Dress by Oscar de la Renta, Bag by Jil Sander, Shoes by Jimmy Choo.

Maps: Shirt by Alexander McQueen, Suit and Shoes by House of Olé.







FROM LEFT TO RIGHT:

Maps: Sunglasses by Gucci, Shirt, Blazer and Pants by Alexander McQueen, Shoes by Maison Margiela.
Josh: Sunglasses by Gucci, Shirt by Alexander McQueen, Jacket by Marc by Marc Jacobs,
Pants by House of Olé, Shoes by Jimmy Choo.



FROM LEFT TO RIGHT:
Blanca: Dress, Bag and Shoes by Alexander McQueen.
Tahlecia: Dress and Shoes by Alexander McQueen, Bag by Balenciaga.





“ Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening. ”

- Coco Chanel

OPPOSITE PAGE: Necklace and Earrings by Oscar de la Renta, Dress by Alexander McQueen.





ROLENE STRAUSS

Miss World 2014



Sales Associate, Sharon Mpembe with Miss World 2014, Rolene Strauss.

TIMING IS EVERYTHING

**The first South African to win the Miss World title in 40 years,
Rolene Strauss is living her dream.**

By Lerato Tshabalala

“Trust the timing of your life,” reads a popular quote. If anyone embodies that, it is the current Miss World, Rolene Strauss. In 2011, when she was 19 years old, she entered Miss South Africa but only made it to the top five. “I remember standing there and when they didn’t call my name it was almost a relief,” she would later say in a Top Billing interview in 2014.

Raised in Mpumalanga’s Volksrust, Strauss, who had been a head girl in high school and matriculated with an impressive 92% average, went back to her medical studies at the University of the Free State and it was business as usual. Dreams of a crown were put on hold. But you know what they say: “if at first you don’t succeed, you dust yourself off and try again”. So in 2014, in her fourth year, she decided to put her studies on hold for the crown and enter the pageant again. This time, she was ready and so were we. The Miss SA crown was hers for the taking. However, Strauss’ tale of timing and fate started much earlier in 1992.

“It is quite an adjustment to change the way you think and remind yourself that you now have a significant responsibility”

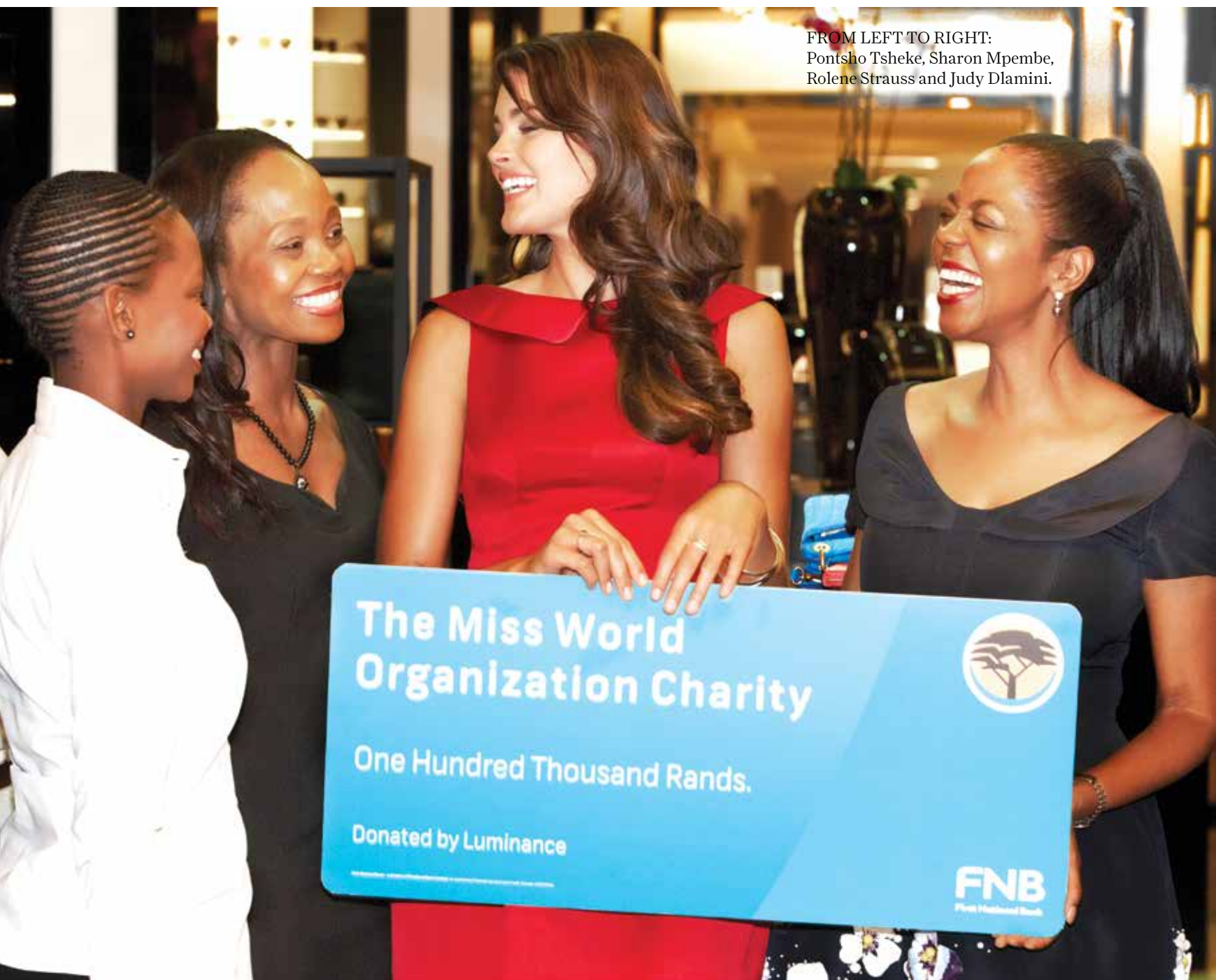
The daughter of a nurse and a medical doctor, the couple had been trying to conceive for a number of years but hadn't been successful. They then decided to turn to modern medicine. To help them conceive the beauty queen would become the first successful In-vitro Fertilization baby at the University of the Free State. “I'm a test tube baby, a miracle,” says the 22 year old, on her Miss World promotional video. Her brother would follow later but her destiny would be tied to medicine and being the poster girl for second chances.

In a time when South Africa has been experiencing fatigue with beauty pageants, Strauss revived our love and pride

by being the first South African in 40 years to win the Miss World pageant. (Penny Coelen had won it first in 1958, followed by Anneline Kriel in 1974). Had Strauss not trusted the timing of her life and given up on her childhood dream of being Miss World, this beautiful twist of fate would've never happened.

“A question I am asked fairly often since my crowning is: 'What does it feel like to be Miss World?' My honest answer was that I truly don't know. It is quite an adjustment to change the way you think and remind yourself that you now have a significant responsibility; a responsibility that so many women work and hope for. I am so grateful for this responsibility,” explained Strauss in her Miss World diary. This is a task she takes seriously. As the Miss World website attests: ‘her passion for health, education and women are at the core of her being and motivate her to live a purpose driven life’.


FROM LEFT TO RIGHT:
Pontsho Tsheke, Sharon Mpenbe,
Rolene Strauss and Judy Dlamini.





The Miss World pageant has had a long association with Beauty With a Purpose (BWP). Created by Julia Morley in 1972, BWP is an initiative that aids local and international organisations in helping disadvantaged children all over the world. Yet, this isn't the only initiative Strauss is involved in. Locally she works with the Keeping Girls in School initiative with Procter & Gamble (P&G). It is reported that annually, young girls miss up to 12 weeks of school because they can't afford sanitary towels. The Keeping Girls in School initiative provides sanitary towels for underprivileged young women so they can be able to attend school. Luminance chairman, Dr Judy Dlamini, immediately felt a need to be involved through her family trust. "Our contribution to her initiative (through my family trust - Mkhiwa Trust) was informed by Luminance's commitment to educating and empowering women, especially women in rural areas," explains Dr Dlamini.

Strauss first walked into the Luminance store in Hyde Park in December 2014 as Miss SA. Unassuming and elegant, she was received by Sales Associate, Sharon Mpembe and helped around the store. Strauss left with a pair of boots (she was travelling overseas where it was winter and was in need of a stylish yet warm pair of boots and she chose Luminance to find this combination). Little did anyone know that a couple of days later, Strauss would end the 40-year drought and bring the crown to a throng of adoring fans and proud countrymen at OR Tambo International Airport. "We had the privilege to host Ms Rolene Strauss, her mother Theresa (and her stylist) soon after she was crowned. The saying that the apple doesn't fall too far from the tree holds true in the case of Rolene and Theresa. Both exude humility and timeless beauty! We consider them to be part of the Luminance family now," proudly announces Dr Dlamini in the Chairman's letter in this issue.

The idea that beauty and brains are mutually exclusive is being debunked by Strauss, a lover of Instagram, she also enjoys using an app called CamCard during her reign, which helps download business cards onto your smartphone. It is incredibly useful to her as she continues to meet people from around the world. Strauss has set her sights on opening a medical business but for now, during her reign as Miss World 2014, she'll be travelling to 50 countries around the world flying the South African flag high and showing that beauty does indeed have a purpose. "We are all here to give," says Strauss. We couldn't agree more! 



Rolene Strauss with James Moroeng.

ABOUT ROLENE:

Favourite holiday destination: Hartenbos, it's my ultimate favourite holiday destination. I like to jog there.

Style Icon: The Duchess of Cambridge, Kate Middleton

Favourite food: It has to be my mom's oxtail with stamppielies cooked on a coal oven at home

Significant book: The Monk Who Sold His Ferrari by Robin Sharma

Favourite music genre: Country music

Source: www.missworld.com



MANOLO BLAHNIK

Rolene Strauss with her stylist Werner Wessels.

“ A girl can
never
have enough
shoes ”



FROM LEFT TO RIGHT: Judy, Sizwe and Nkanyezi Nxasana.

For the love of...

“Living life beautifully for me means... spending time with your loved ones.

To mothers and grandmothers,
we wish you a happy mother's
month during the month of May.

To fathers and grandfathers,
may this June be your best
father's month yet!”

- Dr Judy Dlamini



DAVID TLALE

Fashion Designer





SPOTLIGHT ON...

“I would like to be remembered for how I made men and women feel in my creations.” - David Tlale

By James Moroeng

Q: The David Tlale brand has been in existence for over 11 years an impressive achievement! How does it feel?

A: It feels amazing to be part of this growing industry and to see the brand becoming a force to be reckoned with locally and globally; loads of lessons have been learned and we will continue to learn as we grow our brand.

Q: Since winning the Elle New Talent award, do you still find value in winning or has the idea of getting accolades evolved for you?

A: Yes it does matter but winning awards does not play a major role in my journey right now. However, our recent accolades have been phenomenal; including receiving the Designer the Year award from Applause Magazine in New York. That is like a stamp of approval for us to be recognised like that, but I believe whether you win or not, you still have to keep telling your story as an artist.

Q: What highlights of your career stand out the most for you?

A: There have been so many great experiences over the years but the most outstanding was my first presentation as a solo South African Designer at the Mercedes Benz Fashion week New York in 2012 when we presented our first Spring/Summer Collection. That said though, the best highlight for me is doing what I love every day.

Q: How do you go about creating a collection? What is your creative process?

A: My creative process differs, sometimes it starts with a fabric, sometimes it's pattern engineering or it could also be sketching. I allow it to just evolve because I believe it is a purely organic process... I fully allow my instinct to direct my creative process.

Q: Speaking of collections, your Spring/Summer 2015 was a stunning collection featuring African print fabrics. What is your take on African fashion and its direction?

A: Over the years we have downplayed the African fashion aesthetic but at the end of the day it's about

realising that as African designers we play a major role on most creative platforms. We provide inspiration, textures and colours on the global fashion stage. It's only a matter of time before we see Africa as one of the fashion capitals of the world.

Q: You are renowned for bringing elements of drama to your shows; will you be bringing that back in the future?

A: Yes, we will be bringing that back because I believe it's what makes the David Tlale brand – bringing the drama and showcasing at unconventional venues. So yes, watch the space!


Q: You have provided a creative platform for interns in the past; would you like that to be part of your legacy?

A: Providing learnership programmes for interns is important because I believe in transferring my skills to young designers; introducing them to the realness of the fashion industry because everybody has this idea that fashion is just fabulous and not a business. I was never mentored and I wish I had had that experience. Mentoring young designers is a continued guarantee of building the David Tlale legacy.

Q: You are now part of the Luminance brand family; we are in awe of the longevity of your brand. Where do you see it going in the next few years?

A: I see David Tlale dominating the fashion industry globally, having stand-alone stores in New York, Tokyo and Dubai! I believe as we are gradually climbing the international ladder, attracting investments to the “DT” brand/business we see this rise really taking all over the world, ensuring a global footprint and the brand playing in the same circles as the likes of Oscar de la Renta, Alexander McQueen and others.

Q: What would you like to be remembered for?

A: I would like to be remembered for how I made men and women feel in my creations. 

ODE TO THE 70's

A modern take on the 70's, think Ali MacGraw in Love Story. Sharp flared blue jeans worn with chunky knits. The pencil skirt can take you from office to evening.



Danya Magid



See by Chloe



Acne Studios

DL1961



Givenchy

Tory Burch



FROM LEFT TO RIGHT:

Top and Pants by Michael Kors, Bag by Marc Jacobs, Shoes by L.K. Bennett.
Top, Skirt and Bag by Givenchy, Shoes by Alexander McQueen.

THE GO-TO DRESS

When all fails, the perfect fitting dress with the right proportions is always the best option. Don't forget to team it with the right bag and strut!



James Moroeng



Bobbi Brown

Tory Burch



Alexander McQueen



Balenciaga



Manolo Blahnik

FROM LEFT TO RIGHT:
Dress and Jacket by Jil Sander, Bag by Alexander McQueen, Shoes by L.K.Bennett.
Dress by Thula Sindi, Bag by Marc Jacobs, Shoes by Nicholas Kirkwood.

LOCAL DESIGNERS WITH GLOBAL APPEAL

Meet the South African designers inside Luminance

By James Moroeng



Dress and Blouse by Thula Sindi

THULA SINDI



Thula Sindi

Q: While most designers choose to have complicated designs, you have gone against the tide. Was it intentional for you to have a simple design aesthetic?

A: Yes. My tag line reads “Simplicity-Inspired Sophistication”. I believe clothes should be pure: purity of line, shape and silhouette. Very modern, very sleek. It is clothes that can travel well with an international appeal; they are designed for the South African woman, but at the same time appeal to the global woman who wants to look timeless.

Q: What do you enjoy the most about being a designer?

A: I enjoy seeing people wearing my clothes, putting them up on social media and in real life. It is even more rewarding to know that my clothes are worn by people who don't even know me.

Q: Which woman do you design for?

A: She is independent, buys clothes for herself and enjoys wearing clothes but she is not a “fashionista”. She lets the clothes work for her without making too much of a statement because she herself is a statement. She is in business and her clothes are her companion on her journey.

Q: You are now showcasing your brand in other parts of the African continent. How has it been received?

A: It has been received very well. Since the beginning of my career, which was around 2007, I have been showcasing across most of Africa. Angola, Nigeria and Ghana are some of the countries I showcase and sell at.

Q: How important is travel in terms of collection inspiration?

A: Diana Vreeland, the late editor-in-chief of Vogue, once said: “The eye has to travel”. For me inspiration can come from a book, movie or documentary. Observing your surroundings is important. Going to a different part of your

neighbourhood could also incite inspiration. Be “plugged in” and willing to absorb what you see, so yes travel is very important because it broadens your mind. It is interesting to see how people in Shanghai interpret clothing in comparison to people in Lagos or Johannesburg.

Q: Who is your favourite style icon?

A: I do not have one but there are people whose style I like.


Q: Luminance is very excited to welcome you! What do you anticipate about your relationship with the multi-brand store?

A: My collaboration with Luminance is intended to bring in their customer and other potential clients to my brand and create a relationship where good clothing is met by excellent service. I also wish to elevate the Thula Sindi client to a great shopping experience, but also expose the Luminance client to a proudly South African brand with good quality and value.

Q: Tough question, but we have to ask: what is your favourite Thula Sindi item?

A: The “Twist Dress” of course (laughs!) It is the quintessential Thula Sindi dress; it is a shift dress with a twist detail at the front. We do it every season and change the colours, fabrication and details. A collector's item; we feel one should have a shift dress because it epitomizes the collection for that specific season. Luminance also has one in black, making it versatile enough to transition from work to evening.

Q: What is your long-term vision for the Thula Sindi brand?

A: To expand globally because the clothes we create have a global appeal about them. They can help with creating wardrobe solutions for women around the world. I believe every working woman should have a Thula Sindi piece. I am here to be their best friend and their 'secret weapon'. 

Suzaan Heyns



SUZAAN HEYNS

Q: You are one of a handful of South African designers who have dared to explore the “dark side” of Fashion in terms of your body of work. Was this always intentional?

A: For me as a designer, inspiration does not always lie in what is considered to be aesthetically beautiful.

Q: Your recent collection was inspired by the movement of vapour. How did that come about?

A: It was inspired by lightness and movement. I was interested in capturing the essence of vapour, smoke and various forms of weather and translating that flux and movement onto the body.

Q: The collection prior to that was inspired by Minnie Mouse and featured a great deal of cut-out details. How long did that take to create?

A: Titled “Inspired by Minnie”, the collection had one element which was hand-cut leather detailing. The overall effect was as if one was creating a painting but using fabric as a medium. We worked tirelessly into the evenings to create these one-off handmade pieces of wearable art.

Q: Another one of your works was a collaboration with the Goodman Gallery. Tell us more about the “Nail Her” exhibition.

A: Being inspired by art and creating pieces of wearable art, working on a physical sculpture was an exciting project for me – it gave me an opportunity to bring fashion and art together cohesively. The “Nail Her” sculpture was a collaborative piece in Frances Goodman’s exhibition.

Q: What is your definition of a stylish individual?

A: Style is a reflection of personality; it can be from the man on the street to the top couture client and is all about wearing garments in your own unique way and not letting them overpower your personal sense of style.

Q: We are incredibly thrilled to have you at Luminance, right next to brands like Alexander McQueen! How does it feel?

A: It is gratifying to know that South African designs can sit comfortably next to such amazing international brands. I feel honoured that Luminance has selected Suzaan Heyns as a proudly South African brand to join such wonderfully curated collections of first class fashion.

Q: How has your design aesthetic changed, if at all, since you began your career?

A: My design aesthetic has always been the same because I design from my gut, but with experience and as I have grown as both a woman and designer, the clothes have become progressively more luxurious.

Q: Where do you see South African Fashion going, in your view?

A: It is a little more innovative, unafraid and unself-conscious. As South Africans we are starting to realise that we are world class designers.

Q: What would you like your brand to be remembered for?

A: Wearable artistic pieces that make women feel luxuriously beautiful. 

HOUSE of OLÉ



Q: You have become synonymous with unique menswear design. How important is that to you?

A: The modern man has found new expression in fashion and I am particularly passionate about creating unique, yet practical tailored garments for the man who seeks to make an impression through fashion. In this way, I believe that I create fashion that becomes an extension of the character of the man wearing it. That said though, I strive always to bring forth a new dimension of creativity in the garments I design, both for men and women.

Q: What drives your inspiration when you create a collection?

A: It's difficult to point to just one thing... I'm inspired by an array of things from both my personal experiences and the physical world around me. I am in awe of God's work, from plants to animals; the colour coordination in nature, the texture of rocks to that of animal fur, from a minute ant to the tallest giraffe and everything in between. I also draw inspiration from our beautiful continent in all its diversity expressed through its many very distinct cultures. I fuse all that into my designs... I want to capture the very essence of God's creativity.

Q: You recently collaborated with one of our favourite artists, Nelson Makamo. How did that come about?

A: The craft is not new to me. I took art as one of my modules at varsity and have painted a few art works myself in the past. It's been my dream to one day collaborate with an

artist of Nelson's calibre (Page 72-73). I'm a big believer in collaborations. A mutual friend introduced us when Nelson was looking for a tailor-made tux for one of his functions. It was immediately evident that we were two like-minded artists and the collaboration was born at that consultation.

Q: Locally which menswear designer do you rate highly?

A: Ephymol has been consistent in what he does and Sheldon Kopman of Naked Ape is a visionary. I also like David Tlale and Loxion Kulca.


Q: In your view, what direction is menswear taking?

A: We are seeing African men becoming more and more conscious of their appearance and taking a keen interest in international men's apparel while still embracing their rich African culture. Vintage and cultural fashion is the future for menswear.

Q: What can we expect from House Of Olé in the future?

A: Over the years we have received many requests to have our garments in retail stores, we want to honour that. So, we are working on our ready-to-wear line, which will be available in exclusive stores soon.

Q: What do you hope your brand will be remembered for?

A: Supreme tailoring, being authentically African and above all, we want to be a philanthropic clothing brand: a brand that gives back. 

Jersey by House of Olé.



LUMINANCE



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FROM LEFT TO RIGHT:

Bag by Givenchy, Shoes by Alexander McQueen, Bag by Alexander McQueen.

Tahlecia: Dress by Maison Rabin Kayrouz, Shoes by Jimmy Choo, Bracelet by Tory Burch.

Blanca: Dress by Maison Rabin Kayrouz, Earrings and Bracelet by Tory Burch, Shoes by Balenciaga.

Fashion







THIS PAGE FROM LEFT TO RIGHT:

Tahlecia: Dress by Maison Rabin Kayrouz, Jewellery by Tory Burch, Shoes by Jimmy Choo.
Blanca: Dress by Alexander McQueen, Jewellery by Tory Burch.

OPPOSITE PAGE FROM LEFT TO RIGHT:

Tahlecia: Dress and Shoes by Alexander McQueen.
Blanca: Dress and Shoes by Alexander McQueen, Bag by Balenciaga.



FROM LEFT TO RIGHT:
Blanca: Top and Skirt and Earrings by Oscar de la Renta, Shoes by Jimmy Choo.
Josh: Shirt by Alexander McQueen, Suit and Shoes by House of Olé.



Earrings by Oscar de la Renta, Bracelets by Tory Burch, Top and Skirt by Alexander McQueen.




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ALEXANDER MCQUEEN

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TRANSITIONAL WEATHER MUST-HAVES

The early days of Autumn can be unpredictable when it comes to what to wear. Having a wardrobe with key items is essential.

By Danya Magid

THE CAPE

Jersey and Shoes by Alexander McQueen,
Cape by Weill, Jeans by DL1961.



THE LEATHER SKIRT

Top by Chloé, Skirt by Acne Studios,
Bracelet by Marni, Shoes by Givenchy.



THE JERSEY KNIT DRESS

Dress and Shoes by Alexander McQueen,
Bag by Diane von Furstenberg.



LUMINANCE

Accessories



CLOCKWISE: Necklace by Givenchy, Bracelet by Alexander McQueen, Rings by Alexander McQueen and Chloé, Bracelets by Chloé and Marni, Bag by Alexander McQueen.

Alexander McQueen



Diane Von Furstenberg



Alexander McQueen

Jimmy Choo



Jimmy Choo

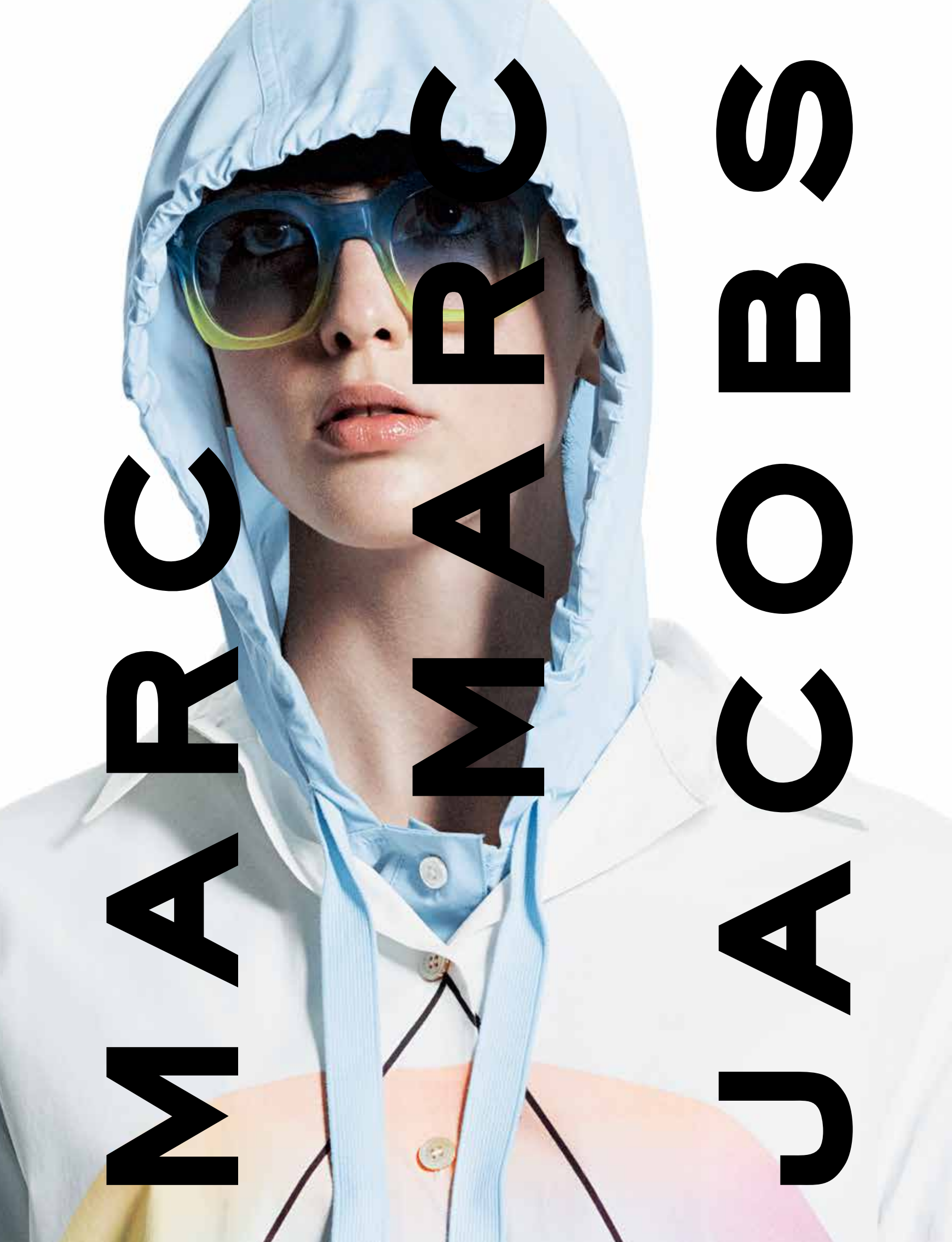


Oscar de la Renta



Purse

Purse



MARC

MARC

MARC

MARC

MARC

JACOBS

JACOBS

JACOBS

JACOBS

JACOBS



LUMINANCE
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ALEXANDER MCQUEEN BAG, JIMMY CHOO SHOES & CHLOÉ NECKLACE

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Balenciaga



Marc Jacobs



Michael Kors

NEUTRALS



Balenciaga



Alexander McQueen



Chloé



*St*LUMI



OUR IN-HOUSE BRAND

“For the well travelled,
globe trotting girl.”



New at LUMINANCE



Manolo Blahnik



Nicholas Kirkwood



Manolo Blahnik



L.K. Bennet



Manolo Blahnik

SHOES

“Always wear
high heels.
Yes they give
you power.
You move
differently, sit
differently and
even speak
differently.”

- *Carine Rotfield*



MODERN ELEGANCE



FROM LEFT TO RIGHT:

Necklace and Bracelet by Chloé, Top by Armani Collezioni, Skirt by Balenciaga, Bag by Givenchy, Shoes by Manolo Blahnik.

Top by Givenchy, Skirt by Weill, Bag by Chloé, Shoes by Alexander McQueen.

Sunglasses by Alexander McQueen, Top by Tory Burch, Skirt by Joseph, Bag by Jil Sander, Shoes by Giorgio Armani.

Dress by Jil Sander, Bag by Givenchy, Shoes by Manolo Blahnik.

Top and Skirt by Weill, Bag by Manolo Blahnik, Shoes by Jil Sander.

Dress by Carolina Herrera, Bag by Chloé, Shoes by Nicholas Kirkwood.

ANCE





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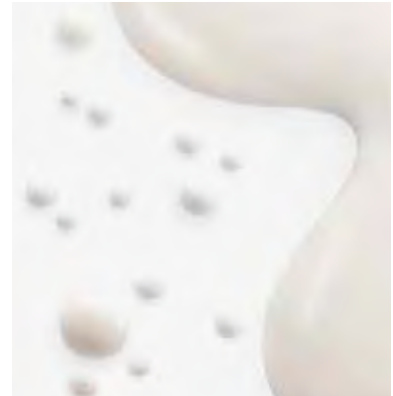
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Beauty





DIPTYQUE SKIN CARE

“Diptyque has a five piece collection based on plant distillations and natural ingredients”


By Danya Magid

The French brand Diptyque, best known for its scented candles, has created a new skincare range. The brand has launched a five-piece collection based on plant distillations and natural ingredients such as clay, rice powder and essential floral wax.

The Infused Facial Water and Protective Moisturizing Lotion are both enriched with Damask rose and a blend of nine traditional plants and flowers.

Diptyque's cleansing balm removes makeup and impurities leaving your skin soft and smooth.

Enhanced with marble powder, the Multi-exfoliating Clay and Radiance Boosting Powder is an exfoliating scrub that keeps the skin fresh and clean.

The beauty care range is elegantly fragranced and beautifully packaged and offers a gentle and natural approach to skincare. 



TOM FORD



LIPSTICK COLOUR RANGE AVAILABLE AT LUMINANCE

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A strong, dramatic eye is best paired with a nude lip and if you opt for a bold lip, make sure to tone down the eyes.

UPTOWN GIRL

Life on the society circuit requires unforgettable luncheon dresses, beautiful gems and stylish heels, of course.



Tory Burch



Oscar de la Renta



Tory Burch



Giorgio Armani



Tory Burch



Michael Kors

Necklace by Chloé, Dress by Roland Mouret, Bag by Michael Kors, Shoes by Sergio Rossi.

DOWNTOWN GIRL

The woman who wears Rick Owens craves cool, yet sexy silhouettes. Jeans are a staple in her wardrobe, without them she feels naked.



Necklace by Iosselliani, Top and Jacket by Rick Owens, Pants by DL1961, Boots by Jimmy Choo.



Gucci



Balenciaga



Balenciaga



Givenchy



Jimmy Choo





FASHION & ART

“The
joy of
dressing
is an art”

- *John Galliano*

NELSON MAKAMO

Known for his use of bright colours to denote his youth, Nelson Makamo's artistic journey has proven immensely successful. A recent collaboration between him and menswear label House Of Olé has not only highlighted a successful universality between Fashion and Art, but also the idea that creative, collaborative efforts can be seen through.







AFRICA IS THE FUTURE

On a recent trip to New York City, Milisuthando Bongela discovered that ready-to-wear African fashion is a sought after commodity.

By Milisuthando Bongela

I've only ever associated the word Skylark with a Gregory Porter song of the same title. I didn't know that it was a building in New York City's Manhattan borough and certainly never thought I would ever be asking the concierge to press a button to take me to the 30th floor of this glossy high rise. Yolanda Sangweni, the South African born Entertainment and Online Editor at Essence magazine, had invited me to the launch of a fashion label's new collection that evening. I had never heard of the label Ellen Tracy and with no idea what the dress code for this event was I resorted to dress as I would to a weekday launch in Johannesburg, except for -8 Degree Celsius weather.

“Dressing up is part of our African identity; from the Congolese Sapeurs to the Swankers in South Africa”

After the elevator doors opened and I walked in, I made a promise to be myself in the midst of Giuseppe Zanotti's, Celine's, sculptural canapés and stemless wine glasses. I brought out some of my best pieces by South African designers; I wore a black Superella oversized midi-length batik print dress, a coral and cream MaXhosa by Laduma Ngxokolo poncho and a square scarf in a different MaXhosa print and layered it with a wool scarf from Black Coffee. My bag was a black and white print Babatunde clutch, which I wore with a pair of olive green Nina Z clog boots and a black vintage A-line winter coat on top of everything. If I wore this outfit in Joburg I would look relatively normal, but in front of this uptown crowd, I looked like an alien they couldn't quite define but liked. When both guests and the wait staff complimented my outfit I knew it wasn't just my personal style, but that African fashion stood out in a way that made all kinds of people want to stop to tell you it looked good. This would happen on all 14 days of my time in America.

The purpose of my trip was to chair a panel discussion on the luxury goods market in Africa. Amongst 1500 international delegates at the Africa Business Conference at the Harvard Business School, I learned the importance of style and presentation in the business of networking. My ready-to-wear South African fashion was the number one reason people approached me and each encounter ended with an exchange of business cards. The panel confirmed one glaring fact: that among the many reasons why the continent is attractive to the rest of the world, crucial to that is the realisation that ready-to-wear fashion from Africa is one of the most sought after commodities that the world is not currently getting.




MaXhosa by Laduma at Luminance Soon.



Over the last 20 years, (with South Africa's democratisation being a significant change in this time) Africa has cultivated a pan African industry that has proven that there is exceptional design talent on the continent. But the industry needs serious structural development in order to reach its economic potential both in and outside of the continent. The problem remains access to these clothes, designers on the continent still face developmental challenges, mainly infrastructure. Dressing up is part of our African identity, from the Congolese Sapeurs to the Namibian Herero women, the Wodaabe in Niger to the Swankers and Smarteez in South Africa. Africans, in spite of the challenging socio-political conditions they have been subjected to, have always claimed personal power over their identity through dress.

This culture of style continues to birth a wave of designers that manage to merge sophisticated design ability and creativity while being rooted in a contemporary African aesthetic. Currently the international fashion world, through initiatives such as the recent Vogue Italia Scouting for Africa Designer awards as well as international fashion weeks, has its eyes set on designers that include Ivory Coast's Loza Maleambo, Nigeria's Maki Oh and Duro Olowu, Mozambique's Taibo Bacar, Ethiopia's Yodit Eklund of Bantu Wax and South Africa's Laduma Ngxokolo and Sindiso Khumalo.

Online stores like Kisua, Merchants on Long and Zuuva and the new Alara store in Nigeria are driving the responsibility for Africa to trade its fashion with the rest of the world but when one compares how many global products from high-street stores to luxury brands are trading in Africa, it is clear that the exchange is not *quid pro quo*. This positions Africa's ability to compete equally with the rest of the world on a lower footing. Another challenge that the fashion industry in Africa is facing is the debilitating lack of support from consumers on the continent. If Africans wore African fashion the way Italians wear Italian fashion, our economies might benefit from the huge capacity for the fashion industry to contribute to Africa's economic self sufficiency. In a world that is increasingly suffering from uniformity through the ubiquity of westernisation, novelty will be the key to staying relevant. In order to cultivate growth for the industry before the rest of the world benefits from it, Africa first needs to recognise that when it comes to our fashion, we are sitting on a gold mine. 

Milisuthando Bongela is a Writer/Consultant/Blogger. She is currently making a documentary about the history, evolution and politics of african hair. Email: me@missmillib.co.za.



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
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“L’AFRIQUE, C’EST CHIC!”

From runways to international fashion capitals
- Africa is accessorising the world.

By Danya Magid




The allure of all things African continues to inspire designers the world over. While the landscape, natural resources, flora and fauna of this great continent are boundless in their beauty and inspiration, it is the people and their traditions that keep the leading global taste makers coming back for more.

Not only is African artistry admired for its style and craftsmanship, it embodies a rich cultural heritage, transforming an accessory into a treasure. Throughout history, African craftsmen have used a plethora of natural materials to create their jewellery. Ivory, animal teeth and hair, feathers, glass, beads, stones, metals and bones are carefully crafted into exquisite pieces, expressing artistic, religious, spiritual as well as cultural elements. European and American designers have translated these artefacts for the Western market.

The fashion capital runways have been a highway of Africa meets the West. Celine’s Spring 2014 bag and jewellery collection captured the spirit of Africa while ensuring contemporary appeal. Sarah Burton, creative director for Alexander McQueen, drew her inspiration from the handmade beaded jewellery of the Masai tribe of Kenya and Tanzania. The spirit of these regal nomadic tribesmen was evident in the use of the red, black and white pallet coupled with the chokers and structured gold arm bands and bracelets. Isabel Marant’s accessories and jewellery consistently draw upon African styles. Olivier Roustein, creative director of Balmain, and darling of the fashion world recently declared “L’AFRIQUE, C’EST CHIC!” African touches, such as zebra stripes, leopard print, beaded jackets mixed with khaki colours, flak pockets and safari pants featured in his 2014 collection. The African influence, whether it is an opulent decadent interpretation such as Balmain or accessorising a look with African touches, is hugely popular in the West.

By imbuing their creations with distinctive elements from African cultures, top fashion designers and taste makers are taking their creations to the next level. Marrying modern, edgy accessories with these more organic, traditional pieces infuses the wearer with a unique and vibrant energy. Models and consumers are transformed into regal urban warriors. In fact what was once viewed as an ethnic trend shows no signs of quitting. In addition to the intrinsic beauty of traditional and contemporary African art, design and jewellery, the staggering economic and political rise of Africa pretty much guarantees the continent's position as a constant and limitless muse to the world. The bold colours, interesting organic shapes, natural materials and intricate beadwork of African cultures have been fused with modern motifs. The result is seen all over: from a Jet-Set Boho-African to chic Parisian women discretely signalling their internationalism by wearing African inspired jewellery and accessories.

“African influence, whether it is an opulent decadent interpretation or accessorising a look with African touches, is hugely popular in the West”

There is something inherently tantalising about the exotic: add a touch of resin or a curved horn and the wearer not only expresses a level of sophistication, worldliness, and confidence but gets to feel the irresistible African touch. The tribal look has merged with its modern counterpart creating a distinctive and profound affect in the world of fashion and design. 



AFRICAN LUXURY RISING

By Thebe Ikalafeng



When David Tlale, the first South African Fashion designer to showcase solo at the Mercedes Benz Fashion Week in New York in September 2012 kicked off the first day of the recent New York Fashion Week, it was another crowning moment for Africa - and a designer known for his daring craftsmanship.

At this annual showcase of over 250 shows of indulgent couture that sets the style agenda for coming seasons which is dominated by global luxury brands such as Dior, Chanel and Hermes, a collection by an African was always going to be a difficult proposition. Since the 70s, at this and other similar shows in Paris and London, Africans have always been few and far in-between. Between the 70s when Iman, the Ethiopian beauty with flawless 'acceptable' European walked the global runways through to the 90s when Alek Wek, the first black model whose looks did not conform to Caucasian aesthetics, ethnic Africans were always on the ramp, in and never behind, the collections. At best, Africa, was 'a country' and a romantic escape to the jungles, safari and sun celebrated by Robert Redford and Meryl Streep in the 1985 American epic romantic drama "Out of Africa" At worst Africa was a dark place of war, famine, poverty and pity.

But Africa is no stranger to style, fashion or luxury.

Tlale's bold approach to creativity is reminiscent of an African era in the 1950s in Brazzaville, Congo when the *la Sape* (Société des Ambianceurs et des Personnes Élégantes) - the Society of Elegant Persons of the Congo, were the embodiment of exaggerated elegance and flamboyance, in stark contrast to their environment of slavery, poverty and political uncertainty. Inspired by the 1920s dandy styles of their former French and Belgian colonial masters who sought to 'civilize' 'naked' Africans by paying them with second hand clothing from Europe, *la Sape* was an 'escape' from their daily treatment as worthless citizens.

It was no different further South, where mining migrant workers in the 1950s in South Africa's poorest neighbourhoods by day toiled in the mines and at night exchanged filthy overalls for male finery to compete for the title of 'the best-dressed man'.

Long post independence, Africa is growing confident, independent and enterprising - and a new class of elite with access to unimaginable wealth are splashing on luxury. African economies are fast outpacing other regions globally with an average growth in excess of 5%. According to the World Wealth Report by Capgemini, the number of high net worth individuals (HNWI) in Africa is skyrocketing. While only growing by 3.1% over 2012-15 (compared to 9.9% in 2011-12 and second only to North America), the growth rate of HNWI in Africa is still positive. The number of dollar millionaires and billionaires in sub-Saharan capitals are growing at a rapid rate. Led by the likes of Nigerian industrialist Aliko Dangote (\$24bn), Angolan investor Isabel dos Santos (\$4 B) and South African mining magnate Patrice Motsepe (\$2bn), African billionaires are estimated to grow by 117% over the next decade, the second-fastest regional rate of growth in the world after Asia. According to McKinsey's Rise of the African Consumer Report, Africa's consumer-facing industries are expected to grow by more than \$400 billion by 2020.


As Africans become wealthier, they have been seeking a growing number of luxury goods at home and abroad commensurate with their new status. At the same time leading global brands are looking to Africa as a destination for growth. Across Africa's leading capitals of Nairobi (Kenya), Lagos (Nigeria), Luanda (Angola) and Johannesburg (South Africa), Rolls-Royces, Bentleys, Aston Martins, Lamborghinis and McLaren supercars are jostling for position on highways alongside Tuk-Tuks, Matatus and Zola Budds. African designers such as David Tlale and the trail-blazing Xhosa-inspired knitwear designer Laduma Ngxokolo are now gaining confidence to create 'Made in Africa' luxury brands for Africa and the world. Along with the likes of Swaady Martin-Leke, the elegant South African-based Ivorian entrepreneur and

founder of YSWARA, a growing African global luxury brand of gourmet tea, chocolates and homeware, and competing as equals alongside the likes of Alexander McQueen, Jimmy Choo, Godiva Chocolates and Cartier luxury at leading African luxury destinations at Johannesburg's Hyde Park and in Sandton City's luxury precincts, to serve African and international visitors.

Africans now look the likes of Luminance, the first multi-brand luxury boutique for their desired premium brands rather than having to travel to Harrods in London or Galerie Lafayette in Paris.

According to the Deloitte 'Global Powers of Luxury Goods' Report, the emerging markets of Asia Pacific, Latin America, the Middle East and Africa accounted for a combined 19 percent of the global luxury goods market in 2013 - a figure projected to grow to 25 percent in 2025. Sub-Saharan Africa is second only to Asia Pacific in terms of the size of growth of consumer markets. While in the recent Brand Africa 100 research and ranking of brands in Africa, non-African brands represent only 20% of all the most admired brands and only 1% of the value of the most valuable brands seems a steep road ahead, the upward trajectory, especially in the luxury sector, is unquestionable.

Africans such as Oscar-winning Kenyan Lupita Nyong'o, the face of global luxury brands such as Miu Miu who was named the Most Beautiful Woman in the World by *People Magazine* in 2014, are no longer trying to out-do their former masters with hand-me-downs but are now leading trends globally. As Africans assert their identity and flex their economic muscles, luxury brands will become increasingly important expression of their identity and status. A continent once dismissed by the *Economist* in 2002

as "a hopeless continent" is now rising as the *Economist* acknowledged in 2010. 

Thebe Ikalafeng is a global African branding and reputation architect, advisor and author, and founder of Brand Africa and Brand Leadership. www.ikalafeng.com @ThebeIkalafeng.

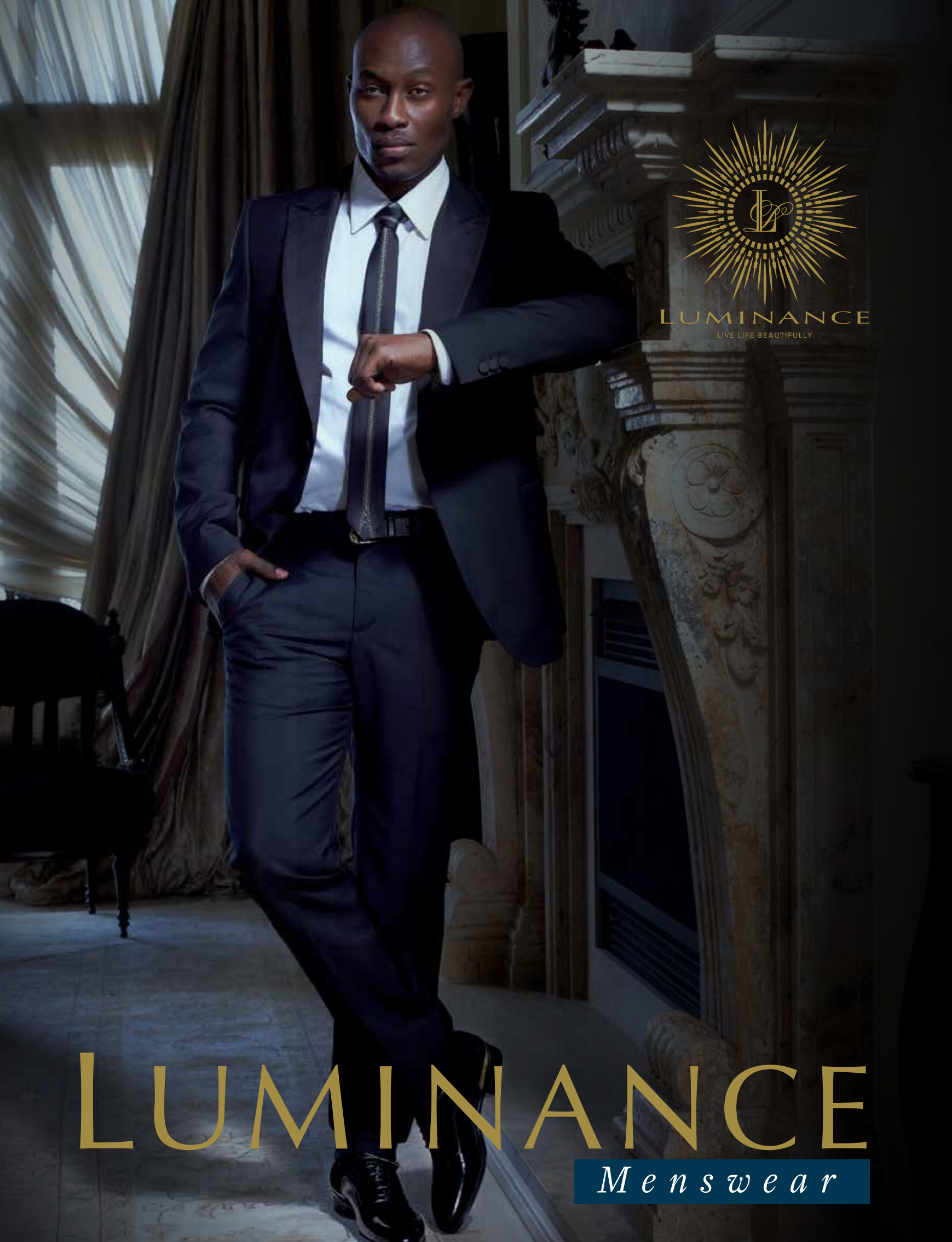


Top and Shorts by David Tlale

DAVID TLALE FASHION SHOW AT LUMINANCE







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Menswear

“A man should look
as if he had bought
his clothes
with intelligence, put
them on with care,
and then forgotten
all about them”

- Hardy Amies





THIS PAGE:
T-Shirt, Jacket, Cap, Bag and Pants by
Marc by Marc Jacobs,
Shoes by Alexander McQueen.

OPPOSITE PAGE:
Shirt by Maison Margiela,
Cardigan by Marc by Marc Jacobs,
Necklace, Shoes and Bag by
Alexander McQueen.



THIS PAGE:
Shirt by Maison Margiela,
Shoes by Church's.

OPPOSITE PAGE:
Shirt and Tie by Alexander McQueen,
Jacket and Pants by Maison Margiela,
Shoes by Church's.



“Looking good isn't self importance, it's self respect.”

- Charles Hix

Alexander McQueen



Alexander McQueen

Mark Giusti

Alexander McQueen

Jimmy Choo

LUMINANCE

Men's Accessories



Scarf, Top, Bag, Ring and Bracelet by Alexander McQueen, Sunglasses by Gucci.



Phillip Lim



Marc by Marc Jacobs

THE WEEKENDER



Marc by Marc Jacobs



Marc by Marc Jacobs



Tie, Bag, Bracelet, Wallet and Belt by Alexander McQueen, Shoes by Jimmy Choo.

TRAVEL DIARY

Enjoy the best in African travel.

By Clare Weru



THE MEDINA PALMS WATAMU, KENYA

Rated one of the top 25 destinations for travellers in Africa, Medina Palms is beautifully situated along the sandy beaches of the Indian Ocean of Kenya's Watamu region. This resort is an inspired destination created to redefine your ultimate holiday experience. For lovers of water sports you can scuba dive, snorkel or sail, while guests looking for something more relaxing can enjoy a romantic sunset dhow cruise.

For more information, visit
www.medinapalms.com

WHAT TO PACK



Tory Burch

Vince

See By Chloé

Marc by Marc Jacobs

Giuseppe Zanotti

Acne Studios

Clare Weru manages Luminance's social media platforms, the e-Commerce store and does graphic design.



FOUR SEASONS, WESTCLIFF JOHANNESBURG, SOUTH AFRICA



Michael Kors



Tory Burch



Fendi




Bobbi Brown Makeup



Michael Kors

WHAT TO PACK

Arguably Africa's most well-known concrete jungle, Johannesburg is surrounded by leafy neighbourhoods and parks. The Four Seasons in Westcliff is an elegant hotel that offers respite from the fast pace the city is known for; with its cliff-side location with spectacular views over the city. Retreat to the Spa, where nine treatment rooms, a relaxation deck and a refreshing lap pool create the ultimate sanctuary. 

For more information, visit www.fourseasons.com



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