



THE NEO AFRO-CULTURISTS



WHAT?

This tribe is made up of South African millennials who are embracing aspects of their culture by merging traditional attire and accessories with modern wear. This is creating opportunities for the cultural entrepreneurs. They aim to strike a balance between traditional beliefs and cultural identity and their place in modern, connected society

WHERE?

Emerging brand iFele has remodelled the 'imbadada' traditional amaZulu sandal to appeal to the cosmopolitan man, while Thandeka Ntuli has reinterpreted the high heel by adding decorative amaNdebele beading

INFLUENCERS: Amanda Black, Trevor Stuurman

KIN TRIBES: Local Influence Tribes

INDUSTRY: Tourism and Hospitality, Retail

TAGS: #africa #localinfluencetribe #culture #tribes2018

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