

Coke Threds design collab merges SA fashion with pop culture

Coca-Cola has teamed up with four local fashion designers to create a quartet of signature collections influenced by South African experiences and the beverage brand's iconic design elements. The collection, called Coke Threds, is a design collaboration with local micro labels that aspires to connect with young consumers through fashion.



The youth-centric campaign is described as "a multi-sensory and multi-platform experience" that brings popular culture and fashion together in a diverse voice that is uniquely South African. Each piece from the collection has been designed by some of Mzansi's most promising and celebrated design talents, curated and tested against the best of local and international trends.

"Coke Threds provides a way for us to tell a Coke story through the lens of fashion so that we can connect with teens in an authentic Coke way," says Coca-Cola marketing manager, Michelle Cloete. "It's an exciting journey of co-creation between Coca-Cola as an iconic brand and fashion designers who are using Coke's legacy icons to inform their designs."

The four designers all boast distinct design aesthetics but come together through Coca-Cola in the form of Coke Threds.

Meet the designers

Rich Mnisi

His self-named brand is synonymous with global modernity executed with a local cultural relevance. Having broken into the industry in 2015, Mnisi's designs have developed at an exponential rate and have managed to grab the attention of local and international audiences. He has made appearances in *Marie Claire*, *Elle*, *Financial Times*, *Vogue China*, *Vogue Russia*, *Bella Nigeria*, *GQ* as well as *Mail and Guardian* to name a few.

Most recently, South African export and global powerhouse Black Coffee wore an original Rich Mnisi on the cover of *GQ* - a career highlight for the young designer.

S.G.O.D

S.G.O.D (Styla Gang Original Designs) is a streetwear brand established in Soweto in 2012 by Mpho Makua and Itumeleng Risenga. The apparel is a graphic sportswear label that bridges the gap between high-end fashion and streetwear. Over the years, the company has developed a distinctive approach to marketing and promotion which resulted in an impactful mark in the youth culture space.

The designs, renowned for bold typography and colours, have become a statement brand that represents solidarity and the hustle in a youth relevant way.



Sol-Sol

Sol-Sol is a local menswear label founded by Mathew Kieser, who believes in good quality basics with a focus on fit, fabric and design. The Cape Town-based label walks the line between menswear and streetwear blending clean silhouettes with muted colour tones. Coupled with that is a combination of bold prints with subtle detailing.



Smart streetwear with Sol-Sol

Lauren Hartzenberg 2 Mar 2018



Maylee

Maylee is a contemporary Cape Town-based womenswear label, founded by Melissa Kieser, that consciously blurs the lines between streetwear and high fashion. Cool laid-back silhouettes in beautiful rich fabrics and sophisticated silhouettes in typically street-casual and affordable fabrics play on the theme of contradiction, mixing highs and lows throughout her collections.

Seemingly with something for everyone, the product jumps from toned-down muted colours to loud and over the top prints at times.

Where to purchase

The Coke Threds 2018 collection is available for purchase at the following locations:

- Orphan Street Clothing Shop (CPT)
- Dipstreet, Braamfontein (JHB)
- Styla Gang Original Designs (JHB)

The collection will also be on sale online via:

- Rich Mnisi online
- Dipstreet online
- Orphan Street online

For more, visit: <https://www.bizcommunity.com>