

The decadence of David Tlale

Award-winning and iconic fashion designer, David Tlale has elevated South African fashion to extraordinary heights, becoming the first South African to showcase a collection at the Mercedes Benz Fashion Week in New York.

Tlale first launched his brand in 2003 when he won the Elle New Talent competition. Since then, he has showcased his inimitable designs at all the premium fashion week platforms and etched his mark as a favourite on the South African and African fashion landscapes. Renowned for his undeniable knack for showmanship and elaborate designs, Tlale's work is both daring and dramatic—a brand that defies convention by using unique fabric, colours and textures.





His work has been showcased around the world, and in 2009 he was awarded Fashion Designer of the year at the Arise Africa Fashion Awards. His most iconic moment was closing the Nelson Mandela Bridge in Johannesburg when he presented his Made in the City Collection in celebration of the former president's 92nd birthday. In 2012, he presented a collection at New York Fashion Week, being the first South African designer to do so.

In the past decade, this trailblazing designer has scooped up numerous such as Most stylish designer at the South African Style Awards, South Africa's Star Designer of the Year, and Designer of the Year at the Africa Fashion Week Awards. Not only is Tlale setting trends internationally, he is also changing the forefront locally, by becoming an ambassador for the Change-4-Ever campaign, an initiative that aims to alleviate poverty in Southern Africa. Tlale plays his part for the South African economy by also ensuring that only local materials are used in his designs. All his creations are made in South Africa - creating jobs and opportunities in the process.

Describing his new 28-piece women's 2014 Winter Collection, Tlale says his inspiration comes from the 1950s, and although it is not hardcore African, it has new-age Ndebele geometrics. "There is a lot of craftsmanship that goes into my work, and my designs are tailored for the office, but also the red carpet with pencil skirts, beautiful shorts, and box-pleat, knee-length skirts, with layers. My collection has black couture dresses, with beadwork and it will make women feel sexy."

Tlale also opened his 1st ever flagship boutique at the Michael Angelo Towers in Sandton, Johannesburg, reaffirming that the Tlale movement goes on.