David Tlale

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Summary

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Description

Over the 15 years since Tlale launched his brand, South African native David Tlale has showcased his inimitable designs at all the premium fashion week platforms and etched his mark as a favorite 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 elegant—a brand that defies convention and a brand that impenitently employs unpredictable use and understanding of fabric, color and texture. David Tlale has taken his work around the world, and partnered with a number of influential brands in South Africa. In 2009, he was awarded Fashion Designer of the year at the Africa Fashion Awards in Johannesburg, and later made his debut at *Mercedes-Benz New York Fashion Week* with a collection entitled "Cultural Intimacy." It was in early 2011, for the Autumn/Winter Collection at Jo'burg Fashion Week, David Tlale presented his quintessential "Made In The City" Collection in celebration of the 92 years of Nelson Mandela's life, Tlale sent 92 models down Nelson Mandela Bridge used as the runway on what was deemed the longest ramp in the history of South African fashion. Tlale since his debut on catwalks has been an ambassador for the "Change-4-Ever Campaign", an initiative that aims to alleviate poverty in Southern Africa. In 2014 March 22, Tlale launched "The Intern by David Tlale" at the Mercedes-Benz Fashion Week Joburg in collaboration with Kwazulu-Natal Provincial Government. David Tlale has enjoyed outstanding exposure on both local and International catwalks, but his label goes beyond just fashion. The proudest moment for Tlale was being *The First South African Fashion designer to show case Solo at the Mercedes Benz Fashion week New York in September 2012.* Tlale has presented his Solo Collections at the Mercedes- Benz fashion week New York at the Lincoln center: *Spring/Summer-September 2012 Autumn/Winter-February 2013 Spring/Summer-September 2013 Autumn/Winter-February 2014 The Pavilion (First Solo Run-Way-Show at Lincoln center) David Tlale show-cased his Spring/Summer 15 "The Way You Make Me Feel" Collection at the Pavilion at Lincoln Centre September 2014" Autumn/Winter-February 2015/16 Fall "Volcanic Aftermath" collection at the Pavilion at Lincoln Centre February 2015 Tlale has worked with the following Super Models: Tyson Beckford Nykhor Paul (Sudan) Oluchi – (1st Face of Africa winner) Tatum Keshwar (Miss South Africa 2010) Sharam Diaz (Angola) Millen Magese (Tanzania)* The African Icon of Hope Award was presented to David Tlale by the Executive Director, Blue pearl Services International and the founder; Global Fashion for Development, the special guest of honor, the first lady of Nigeria; Her Excellency Mrs. Dame Patience Jonathan. The Award Ceremony took place at the prestigious Aztech Arcum stadium road Port Harcourt, Nigeria on Sunday 16th November 2014 during the African Fashion and Design Week scheduled November 14-16, On November 15, 2014, David Tlale received an Award for Designer of The Year in the African Diaspora in New York City (USA), presented by Applause Magazine based in Manhattan, for his continuous leading efforts of promoting African Fashion on International Platforms i.e.: Mercedes-Benz Fashion Week New York. Tlale is the only African Designer living and working in South Africa to have showcased at this platform for successful 6 seasons as a Solo brand from Africa in a row. **Brand Vision & DNA** The exciting heritage of culturally diverse South Africa imbues our design scene with earthy originality in a globally competitive industry. The color, warmth and textures of our raw materials are seen and felt on international catwalks as African inspiration infuses the major fashion houses. But the time has come for the wealth of resources to be married to the talent, creativity, and beauty of South African designer. David Tlale is a home grown label that stands out from the crowds, thanks to a design elegance that challenges the clichéd and predictable. Couture that embodies beauty without pretense and shuns harshness for poise, answering the call today's men and women for design that is young, bold, and elegant. David Tlale is undoubtedly one of Johannesburg's most interesting clothing labels. Dynamic in its response to local and global trends and influences, David Tlale prioritizes style coupled to expert use of fabrics. Garments of impeccable quality are born guaranteed from craftsmanship of exquisite materials, conceived from meticulous stylistic research. David Tlale's commitment to its environment is mirrored in its vision for business and community empowerment. The immediate plan is to on local acclaim to become a top high-fashion house in South Africa before taking on a (waiting) global market. The label has been well received since its inception in 2003 and building a brand that has a strong sense of style and individuality as its signature. **Philosophy** "*Life is an occasion, celebrate it in style and indulgence of a David Tlale original.*"