

**THESE YOUNG SOUTH AFRICANS ARE BREAKING THE NORMS
AND KEEPING IT REAL AT THE SAME TIME**

BALINI

NAIDOO



people

MATHEW KIESER

Guys, if you haven't heard of the SOL-SOL clothing brand yet, check it out. This sleek, simple and stylish menswear label is all thanks to the ingenuity of 32-year-old Capetonian clothing designer Mathew Kieser. His brand can be described as good-quality, basic streetwear, and it's even being sold in Thailand and the UK right now. Luckily for us, there's an entire shop dedicated to SOL-SOL in Cape Town: Orphan Street Clothing Shop, which Mathew opened in 2017. Developing his brand into what it is today, and opening his own shop, has been his passion project for the past few years and he attributes his success to 'Lots of hard work, lots of mistakes, lots of people putting faith in me and me returning that favour to other people. It's incredible what you can achieve being polite and working hard.' But now he just enjoys riding his bicycle as often as possible ('Yup, I'm that guy now,' he says) and hanging out with his wife and their two pets. In 2019, he hopes to continue growing his brand both locally and internationally, release more products, get some new brands in store and just have fun!

AH SASMAN

