

NO
19

FASHION FORWARD

MAXHOSA BY LADUMA knitwear's signature pattern - a celebration of traditional Xhosa aesthetics - has inspired a cushion collection.

Designer Laduma Ngxokolo has

long since taken his MAXHOSA BY LADUMA knitwear brand international - his designs are showcased and celebrated around the globe. Now, he is steadily branching into homeware, with a range of cushions added to the already blossoming collection that began with a series of woven rugs.

What Laduma enjoys most about homeware is that it crosses seasons. "I love the fact that it doesn't restrict me to winter or summer and that it is not as fast-paced as

the fashion industry. Every six months we have to come up with a new fashion collection, so I like the easier pace."

The cushions feature a limited range of colours, combining hues that will easily complement existing decor. "We don't anticipate that our customers would like to see their fashion items match their homeware!" says Laduma.

With plans to expand (think lamp shades, upholstery and curtains), it seems the MAXHOSA homeware journey is only just getting started.

maxhosa.co.za

FAST FACT

IN 2017, NEW AFRICAN MAGAZINE NAMED LADUMA ONE OF THE 100 MOST INFLUENTIAL AFRICANS.



The cushions, costing R1350 each, are sold at the Johannesburg studio, Mall of Africa, Newtown Junction and online at maxhosa.africa.