Inside Africa unveils vintage fashion movement

Last week CNN's Inside Africa programme discussed the vintage movements in fashion that is currently popular with young South African fashion trailblazers.

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Jerri Mokgofe, founder and editor of blog 'According to Jerri', says, "There is this movement about vintage that's been going on for a few seasons now, or a few years if you like, but it's more of a modern vintage, so its gently worn clothes that people resell or give away to other people."

Timeless Vintage Clique is a group of fashionistas from Pretoria who love vintage because they think the quality of the clothes is just great and for them it is a great way to express their morals and values through what they wear. "When you get to know what your mother wore and how beautiful she looked in it, you try and resemble that, but then infusing what you have right now," says Wonke from the group.

Fruitcake is a clothing shop in Johannesburg's Central Business District supplying locals with timeless pieces, owned by friends Jamakazi Thelejane and Sithembiso Mngadi. The shop opened in 2010 and carries pieces ranging from US$50 - it is known in fashion circles as the place to find both unique and affordable items.

For the friends, their love for vintage made opening Fruitcake a no-brainer, "It's a weird thing, we had met at a friend's party and we just had that recognition of 'wow, you look nice', 'you look nice'," says Jamakazi.

For these designers to make it in the industry, boutiques need to carry the collections of local designers. Otherwise, the sector will not be able to compete with foreign brands that are entering the market, such as Zara and H&M that tap into the growing middle class.

Therefore, for the South African retail industry to stand out, it helps to have distinct designs and trends - offering fashion

fans something different outside of global brands. The show will be aired again on Tuesday 29 April at 9.30am and Thursday 1 May at 6.30am. for more information, go to www.cnn.com/insideafrica.

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