

# A perfect knit: Nivea collaborates with MaXhosa by Laduma

Issued by [Symbiotic Communications](#) 24 Jul 2017

Few “colours” have been used more in global fashion through the ages than black and white - sleek a sophisticated, dramatic and disparate. Black and white is the ultimate contrast and the perfect partnership... just like that between global skincare brand, [Nivea](#), and one of Africa's finest fashion designers, cultural icons and innovators, [Laduma Ngxokolo](#), creator of the [MaXhosa by Laduma](#) brand.

This fascinating collaboration is at the heart of an exciting and extensive marketing campaign for Nivea Invisible Black & White Deodorant that is aimed at consumers who love fashion and embrace it as an expression of their lifestyles.



*Mpho Ntlatleng wearing the MaXhosa by Laduma designer T-shirt which can be won.*

Included in the campaign is an exciting competition whereby consumers stand a chance to win one of 250 limited edition MaXhosa by Laduma T-shirts. The striking design is a fashion statement that is uniquely South African. The campaign runs from July to October 2017 and also features the up-and-coming fashion and beauty blogger Mpho Ntlatleng of the Fitted Muse blog.

“As Nivea Invisible for Black & White deodorant enters its sixth year in South Africa, the brand wants to build a stronger emotional bond with a generation of fans who not only watch local fashion designers for trends, but also create their own trends and looks. Nivea Invisible for Black & White deodorant has been a global success story for Beiersdorf and is Nivea top-selling deodorant in South Africa. Nivea is thrilled to align with local fashion designer Laduma as his fashion label MaXhosa is a perfect fit,” explains Samantha Geyle, Marketing Manager for Nivea South Africa.

She says that a creative alignment between Nivea Invisible for Black & White deodorant and fashion has proved a big hit worldwide. Internationally Nivea has collaborated with fashion stylist Maja Sablewska in Poland and *Vogue* magazine in the UK and Italy.



*(L-R) Laduma Ngxokolo, Samantha Geyle, Nivea Marketing Manager and Mpho Ntlatleng, who is wearing the MaXhosa T-shirt which can be won.*

Nivea saw Laduma and his brand, MaXhosa by Laduma, as a unique expression of an African fashion tradition that has deep roots in the country's cultural heritage but also reflects a multifaceted, modern African aesthetic and lifestyle.

The reason for the choice of Laduma's graphic knitwear designs, which embrace bold cultural icons and are an interpretation of traditional Xhosa beadwork with astonishing patterns and colours, goes way beyond the strong black and white patterns that are central to many of his designs.

Like many of his compatriots, Laduma has overcome incredible odds to become the success that he is today. The humble Eastern Cape boy who learnt to knit from his late mother, Lindelwa Ngxokolo, who gave him his first knitting machine lesson while he was still at school, now captures the hearts of many fashion lovers and media from South Africa, London, Paris, Amsterdam, Oslo, Berlin and New York. Even as a youngster, Laduma dedicated long hours and late nights to perfecting his skills to make himself the success he is today. As such, he is an incredible role model for the younger generation and an important anchor of inspiration. Today he takes time out to educate and uplift a new generation of designers.

"The collaboration between Nivea and MaXhosa by Laduma is a perfect fit because both brands have a premium appeal as they are well received globally. I have been using the brand since my adult stages and the performance is great. The Nivea brand has survived the test of time, it is a historical brand that is relevant and will still be relevant in the future and that personally reflects the vision I have for MaXhosa by Laduma," says Laduma.



*Laduma Ngxokolo with MaXhosa creations in the background.*

This year Laduma exhibited a new collection launched at the Cape Town Fashion Week in April titled "The Coronation of MaXhosa" in celebration of the five-year global success of his brand. Adding to his lengthy list of accolades, Laduma was nominated as one of the *Elle* top 45 worldwide designers (winners are still to be announced). Recently, a Bill Gates tweet pointed to the 2017 Quartz African Innovators List which included Laduma as one of 30 African innovators whose work can impact millions of people. Last year he received the accolade for the 'Most Stylish Designer' at the SA Style Awards and was named the Fashion Designer of the Year (Southern Africa) at the Abryanz Style & Fashion Awards and Beyonce raved on social media about MaXhosa by Laduma designs.

Laduma's fashion journey started in 2010 when he created a unique knitwear collection for amakrwala (Xhosa initiates). A descendent of the Mpondo clan, he had firsthand experience of the traditional initiation ritual that requires initiates to dress up in dignified formal clothing for six months after the initiation. The result was the MaXhosa brand which brings together traditional clothing and aesthetics and modern design and style. As such, it pushes the boundaries of fashion, acting as an agent of change that propels traditional culture towards the future.

Today Laduma spends a great deal of his time sharing his experiences and knowledge with other young South Africans. To embrace this, [Nivea](#)'s online channels will showcase behind the scenes from the TV shoot as well as a video on Laduma's success story providing inspiration for young people.

"We are hugely proud to have MaXhosa by Laduma collaborating with us and giving more South Africans access to both luxury knitwear design and a homegrown success story that can serve as inspiration and encouragement," concludes Gey.

Consumers can enter to win one of 250 [MaXhosa by Laduma](#) T-shirts by dialling \*120\*1534#.