

OVER EVERYTHING

URBAN SKIPA X SOWETO LIMITED COLLECTION



URBAN SKIPA SOWETO DESIGN

collaboration

BACKGROUND

URBAN SKIPA;

Urban Skipa, urban relating to, or characteristic of a town or city or it's people. Skipa, the colloquial phrasing of a t-shirt. Urban Skipa is a street wear brand focused on breaking boundaries by creating urban wear that speaks to our consumers, by letting people become the designers of their own product, we pride ourselves in creating authentic, quality apparel. Brands sell the story of lifestyle, whilst we pride ourselves in authenticity and style, simple clothing made to t whatever style you are, or statement you want to make. We are US, clothing for us, Urban Skipa



EVERYTHING OVER 21

BACKGROUND

SOWETO_DESIGN;

Soweto Design was established as a design company that still exists. Two parties from Soweto and the other from Midrand, young individuals started with traditional design background. They both decided to create something different and fresh to represent Soweto in a textile form. Stemming from the learnings of 1976. Soweto Design has a deep rooted ethos in what the uprisings brought to the fore, bringing Soweto to the fore with the same ethos that Soweto Design is doing now in textile form.



THE CONCEPT

The concept of the collaboration between Urban Skipa and Soweto Design is one that stems from a deep rooted misconception of local brands not being able to work with each other. In most cases when brands collaborate it is with traditionally big brands and in the most cases in the textile industry with liquor brands. We saw it fit to come together as unisence to create something that would live both in concept but also lifestyle, in this case being apparel.

The other pillar of this particular concept when initially conceptualized was to bring to companys from 2 different townships together for the first time in a piece of apparel. Thus further demystifying the concept of Alexandra and Soweto being two townships that do not get along, much like the misconception of brands not being able to work with each other.



ALEXANDRA

OVER EVERYTHING



ALEXANDRA

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ALEXANDRA

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SOWETO

EVERYTHING OVER



SOWETO

EVERYTHING OVER SOWETO



SOWETO

EVERYTHING OVER

OPPORTUNITY

With Urban Skipa having had the opportunity to trial this concept in 2018, we saw it fit to bring back the concept on a broader scale, but a more inclusive scale. The opportunity lies here in inclusivity for other townships, kasis, suburbs, cities and towns. We see a big synergy with working with the tourism department in creating a 'evergreen' concept that is not tied down by time or circumstance, but now lives in the unity and comradery of people from all walks of South Africa representing and showcasing their hoods inclusivly and proudly, by simply saying, I represent South Africa Over Everything.

We see a lot of leverage in collaboration of the department in working in creating a brainchild that would be let alone viable for the export market, but also be really cool and urban for the retail sector.

THANK YOU

a urban skipa & soweto design
collaborated presentation