## FOUR SEASONS MAGAZINE






"I LIKE WHEN fashion is cerebral," says South African designer Thebe Magugu. "I love fashion that speaks to something bigger than itself." For Magugu, that something is the spirit of his home country, which comes to life in contemporary designs that pay homage to tribal cultures in wonderfully evocative ways.
Take his Heritage collection, created in collaboration with painter Phathu Nembwili, whose conceptual interpretations of eight South African tribes were printed onto freeflowing Bohemian-style crêpe dresses. Each one tells a story: abstract subjects beating drums in a joyful Tswana ceremony; smiling figures of the Basotho tribe wearing woven mokorotlo hats and wrapped in colourful wool blankets.

## THE STORYTELLER OF SOUTH AFRICA

As a member of the Tswana tribe, Magugu holds dear his own ancestral stories and shares them in a fresh medium through his namesake label, an approach he considers a challenge to the classic interpretations of what fashion should be. "The brand is rooted in the idea of education, informing the world about stories and craft that run the risk of being forgotten," he says. "It grounds and connects us to somethingto culture."

THEBE MAGUGU

Johannesburg


KRIS GOYRI


FOUR SEASONS
RESORT TAMARINDO


Goyri's designs for team
uniforms at the new
Four Seasons Resort
Tamarindo, México.


