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JULY 2015

RACHEL McADAMS GOES BADASS IN ***TRUE DETECTIVE***

**BALMAIN'S
OLIVIER ROUSTEING**
ON RACE,
SNOBBERY
AND THE
FUTURE OF
FASHION

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OF
BEVERLY
HILLS**
and the girl
she duped

**WHEN FAT
IS BETTER
THAN THIN**

WIN!
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FOR A YEAR
WORTH
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SKIN SAVERS**

FASHION SPECIAL

*How we wear
denim now +
THE KIDS' EDIT*

'Don't confuse having a career with having a life.' **Hillary Rodham Clinton**





FROM JOBURG

Bradley Kirshenbaum loves his city – so much so that he has celebrated Johannesburg on everything from T-shirts to bookends for the past 10 years. *MC* chats to him about where it started and what's next for Love Jozi

WITH LOVE

A DECADE OF LOVE

Love Jozi's campaigns and ranges throughout the years celebrate Johannesburg in all its complexity



2005



2006



2007



2007



2008



2009

Q&A

MC: What is the Love Jozi story?

The brand is a culmination of my love for design and urban living, and Johannesburg is my muse. When I lived in Auckland Park, which lies between Johannesburg's iconic Hillbrow and Brixton towers, I noticed how slick the skyline looks when bracketed by them. I designed a vector version of the skyline and used it in some illustrations. Then I printed the design on some of my own T-shirts and I always got compliments on them. I realised the appeal of this simplified graphic and what it represented to people – a sincere love for Jozi.

MC: What is Johannesburg's greatest asset?

Her people. They are open, engaging and when they say they'll call, they do.

MC: What has the response been like?

It has been amazing. After three years of Love Jozi being my side project, I took it on full-time. The timing turned out to be perfect, as T-shirts celebrating the city were hard to find because Johannesburg was just coming out of her slump. Only a handful of pioneers were living downtown and the optimists were in the minority. Love Jozi portrayed a sexy international city that wasn't necessarily the reality – yet. In the last decade, the changes have been phenomenal and we are living the dream. Downtown is alive and safe and there is stuff to do every day and night.

MC: Do you get the best response from tourists or locals?

Lately, Johannesburg has been featured on a lot of foreign blogs and travel magazines as one of the current global hotspot cities to visit. The brand appeals to tourists who want an object that will remind them of their visit to Johannesburg without it being garish – our skyline keyrack has been dubbed the 'new wooden giraffe'! Among locals, the response has been great, too, because South Africans are patriotic and city centric. Many of our designs are subtle and feature elements of the city, such as street maps, barbed wire and architecture translated into patterns and textures, so the end result is a fashionable T-shirt unlike anything else.

MC: Take us through your creative process.

We pick a theme we want to explore and design about 20 graphics along that topic. Then we narrow them down and decide which will become T-shirts and which can translate into other products. Next is

a photo shoot, with the location and models further communicating the concept of the range.

MC: What have been some of the highlights of the past decade?

There have been many, including opening our first store in Maboneng in 2009; our collaboration with Gauteng Tourism during the 2010 Fifa World Cup; and launching Market on Main in 2011.

MC: You also launched a spin-off campaign, called Luv Jozi. What was that about?

We imitated ourselves. We wanted people to think that Love Jozi was being ripped off as 'Luv Jozi' on cheap Chinese imports in order to bring attention to local production standards and also to reach a wider audience. It was a fun and mischievous campaign that lasted two years.

MC: What are you planning next?

Our new shop opened in June at 27 Boxes in Melville, and we are also launching Market on Main in Pretoria. Our product range is also developing into homeware and a kids' range.

MC: What's your favourite Love Jozi design?

The Skyline because it has been the staple of the brand for 10 years. We repeat it in every range in different styles and colours and we never have enough of them. *Lovejozi.com mc*



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#MCDEBATE

