

Tsakatsa basks in Paris Fashion Week debut glory

AWARD-WINNING fashion designer Ishmael Tsakatsa, 29, pictured, the man behind the Zargue'sia label, won acclaim on his debut participation in the Flying Solo Show at the Paris Fashion Week at the end of last month.

Zargue'sia's debut appearance at one of the world's most prominent fashion weeks was widely covered by international media such as *Forbes*.

Tsakatsa, who interestingly studied physiotherapy at the University of Zimbabwe, was selected to take part in the Paris Fashion Week by Fabusse, an international fashion brand marketing agency, whose representative in Africa is Zimbabwean creative director, Victoria Samushonga.

Tsakatsa recently spoke to the *Daily News's* Dakarai Mashava on his highly-acclaimed participation in the Paris Fashion Week.

Below are excerpts of the interview:

Q: How did it feel representing Zimbabwe at Paris Fashion Week?

A: It felt surreal; it was a privilege and an honour to represent Zimbabwe.

Q: How long did you prepare for such a big event?

A: It took well over 11 months up until the final showcase on the runway.

Q: Can you tell us more about the collection you showcased in Paris?

A: It was a women's wear collection for Spring/Summer 2022 named Stones of Fire. It was inspired by the innate human ability to pursue purpose with courage and determination regardless of the challenges or obstacles faced.

It featured light fabrics such as printed silk satin in earth tones and contested by neutral off whites. The collection pieces are sophisticated, elegant and dramatic as well made for the bold woman who loves to make a statement.

Q: Who made it possible for you to represent Zimbabwe at the Paris Fashion Week and what kind of support did they give you?

A: Fabusse, an international fashion brand marketing agency, scouted me as an emerging African brand. They assisted in consultancy, planning and logistics for the show.

Fabusse first identified me at a workshop in Zimbabwe where they had the opportunity to meet many Zimbabwean fashion designers. They started observing my work and followed me through for a year before committing to work with me.

In 2020, I had the opportunity to feature at Botswana Fashion without Borders. Early this year, Fabusse then asked me if I was ready to feature on bigger platforms and that is when the opportunity to feature in Paris came about. Special mention goes to Zodwa Mkandla, the chief executive officer of Traverze Travel who sponsored my air travel.

Q: Did you secure any deals in Paris?

A: Without a doubt, yes I did.

Q: Can you share with us the details of the deals?

A: I can't share details on the deals. It is a bit premature for me to do so.

Q: What lessons did you take away from there?

A: The fashion business is growing very fast to become one of the leading contributors to economic growth and development.

As African designers we need to explore and exploit opportunities beyond our borders in terms of business expansion and growth for our brands. Our Zimbabwean fashion sector needs support and investment to help us build sustainable brands that best produce top-quality made-in-Zimbabwe products for the international markets.

Q: Would it be true to say the Paris Fashion Week represents your big-

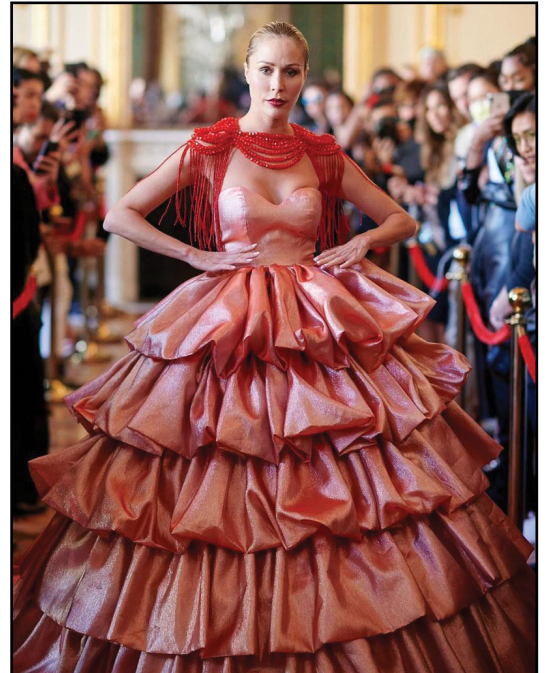


gest moment as a designer?

A: Emphatically yes!

Q: Any chance of you taking part at the other Big Four fashion shows?

A: I will definitely be showcasing on other platforms such as Milan, New York and London fashion Shows.



A model dazzles in Ishmael Tsakatsa's design at Paris Fashion Week.

**5th EDITION
ZIMBABWE
INFRASTRUCTURE
INVESTMENT
SUMMIT AND AWARDS**

**DEVELOPING WORLD CLASS SMART
AND GREEN CITIES INFRASTRUCTURE**

INVITED SPEAKERS

Hon. July Moyo
Minister of Local Government
GUEST OF HONOUR

Hon. Felix Mhona
Minister of Transport, Communication & Infrastructure Development

Dr. Judith Kateera
Africa Development Bank Executive

Dr. Sydney Gata
ZESA Executive Chairman

Dr. Mike Juru
CEO of Integrated Properties

Ms Eunice C. Mugabe
REIZ CEO

Mr. Ken Sharpe
Executive Chairman West Properties

**14 OCT
2021
8AM - 4PM
Meikles Hotel**

OTHERS EXPECTED:

- Minister of Housing Development
- Minister of Energy and Power Development
- Lafarge Executive
- Zimbabwe Institute of Engineers President
- DPA Executive
- Masimba Construction Executive
- IDBZ Executive

TOPICS:

- Smart Cities, Local Government and Municipalities Devolution Road Map – Investment Opportunities Available
- Green Energy Infrastructure Investment – Policy and Legal framework, Materials and Capacity
- Transport, Tourism, Housing Infrastructure – Challenges and Opportunities to invest
- Infrastructure Financing- How to get projects funded easily?

INVESTMENT PER DELEGATE

EARLY BIRD RTGS 10 000 30TH SEPTEMBER 2021	LATE BIRD RTGS 15 000 1ST OCTOBER 2021	ON THE DAY RTGS 20 000 14TH OCTOBER 2021
--	--	--

**EXHIBITING OPPORTUNITIES
ARE ALSO AVAILABLE**

PARTNERS

REGISTRATION

6th Floor Batanai Gardens, Cnr 1st & Jason Moyo, Harare
 +242 753 182 **0774 054 652** **admin@gri.co.zw**