

STYLISH:
Boutique
owner
Busisiwe
Ngondo in
her shop.

PHOTO:
BONGANI
MNGUNI



Young designer makes her mark

SOAPIES SHOWCASE WORK

Dimakatso Motau

NOT every fashion designer needs to be famous to make strides in their career.

Busisiwe Ngondo, 25, is proof that hard work does open opportunities.

She says she was already prepared when Tshepo Skhosana recommended her to the *Generations* and *Muvhango* wardrobe department.

"When Skhosana walked into my shop, he said he was impressed by my classic and sophisticated designs. He immediately offered to help me get my clothes on the soapiess," says Ngondo.

She admits that it was challenging to have a marketing budget after opening Sultry Boutique in June last year, at the new Mathomo Mall in central Johannesburg.

"I knew the importance of having to get my designs out there, but because of financial constraints for a marketing campaign, I kept on designing garments that would make my clients stand out. That way I could have an indirect marketing campaign."

Ngondo does not take her opportunity to supply clothes to *Muvhango* and *Generations* lightly.

She acknowledges that though she is not being paid to dress Katlego Danke's character Dineo and Millicent Makhado's role of Agnes, she is grateful for the opportunity.

"Millions of people get to see my designs and I am currently designing Dineo's winter wardrobe, which is daring, classic and bold," she says.

Ngondo emphasises that her designs are investments and she wants a client to be able to wear them even years after buying them.

She says because she works with expensive fabric such as silk and satin twill, her garments are not that cheap.

"At first it was difficult to explain to clients the pricing of my garments. but because of working with *Muvhango* and *Generations*, clients get excited to know that my work is also showcased on television. This marketing campaign really works."

Not only does she design her own garments, she says she also imports some clothing from overseas and this year she plans to also sell her clothes to other designers.

"I cater for sizes up to 42 and also design custom-made clothes for bigger sizes."

Ngondo says her biggest challenge is to source funding. But she is determined to showcase at one of the fashion shows next year.

The Durban University of Technology fashion and textile fashion diploma graduate says from here on she can only reach greater heights.

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