

Daniel Moleka to showcase 'Immortal' collection at first Cannes' Fashion Street Show

 By Jessica Tennant

10 Apr 2018

Daniel Moleka, owner of RedThread Apparel X and first-year student at Fedisa Fashion Design School in Cape Town, has been invited to showcase his 'Immortal' collection at the inaugural Fashion Street Show at the Cannes Film Festival.

The show is in collaboration with Luxe-TV, supported by the City of Cannes and sponsored by Maison Prada.

Moleka has completed two collections, namely 'Elysian Fields' and 'No Zleep', and is currently working on his latest, 'Immortal', comprising a mix of streetwear and haute couture.

I asked Moleka why he thinks he made the cut and what such early recognition means to him...

■ ***Congratulations! What does this opportunity mean to you?***

Thank you. It means a lot to me as it's a chance to get my brand out there but it's also a great opportunity to learn more.

■ ***Tell us about this collection and why you think it made the cut?***

The Immortal collection will be by far my best work. It's going to completely change RedThread from what it is currently. It will be like a renaissance for RedThread. It will give the brand its own identity. To be honest I don't know why I made the cut. I was requested by a friend who is an up-and-coming designer based in Belgium, who also made the cut.

■ ***You haven't been at Fedisa for long; what has been your greatest learning so far?***

I've only been there for three months. What Fedisa has taught me is that I still have a lot to learn. I am studying towards a Diploma in Fashion Merchandising.

■ ***In the release you said, "My inspiration for collections hasn't changed since leaving school but it has become much more complex, with a much more sophisticated thought process going into each collection."***

• ***Firstly, tell us a bit about your experience of starting a business or designing during your school years.***

When RedThread started it wasn't a business. It was just me showcasing my art. I didn't approach it as a business but when it started gaining popularity I had to learn how to manage a business, which I'm not really good at but a lot of people have helped me and still help me now.

• ***Secondly, where do you draw your inspiration from?***

My inspiration literally comes out of nowhere. I can get inspired by watching one of my favourite animals or by taking a walk and just looking at what people wear. All of that ends up giving me an idea of what to make. I also recently started checking out World's Global Style Network (WGSN) which is really helpful.



- *And lastly, how has your design thinking changed since commencing your studies in the field?*

My design thinking comes with steps now. First, the idea behind the collection and then, the message that I want the collection to send. Those are the two most important parts of coming up with a collection to me.

▣ *What led you to start RedThread and a career in fashion?*

A friend, Clive Maqetuka, told me that I should start a brand, and I will forever be grateful to him because he has helped me a lot.



#YouthMonth: Fresh fashion with RedThread Apparel X

[Ruth Cooper](#) 6 Jun 2017



▣ *What are you most looking forward to?*

I'm most looking forward to the collection and how people will react to it.

▣ *What advice would you give to aspiring students in the industry?*

The only person that can make your dreams come true is yourself.

For more info, contact Daniel Moleka on 064 055 5097 or danielmolex@gmail.com. RedThread Apparel X garments can be ordered directly via the [RedThread Facebook page](#) and [Instagram account](#).

ABOUT JESSICA TENNANT

Jess is Senior Editor: Marketing & Media at Bizcommunity.com. She is also a contributing writer. marketingnews@bizcommunity.com

- Have You Heard's in_Broadcasting launches conference series - 23 Nov 2021
- Kantar study looks at changing media consumption - 22 Nov 2021
- #Loeries2021: Grand Prix winner Joe Public United's 'Unity Laces' for Converse - 19 Nov 2021
- #Loeries2021: Grand Prix winner Havas Creative Middle East's 'Liquid Billboard' for Adidas - 18 Nov 2021
- Carl Willoughby comments on TBWA and Toasted Samish's Pendoring Umpetha win - 16 Nov 2021

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>