

Sho Madjozi to headline 2019 Buyel'Ekhaya Pan African Festival

The 2019 Buyel'Ekhaya Pan African Festival programme of workshops will culminate in a fashion show and music festival.

The fashion show will be held at The Venue at the Hemingways Mall in East London on 13 December. While the music festival will be held at the Buffalo Park Cricket Stadium in East London on 15 December.



Music

The performance lineup will cater for every musical taste. From Afro-soul to *amapiano*, hip-hop to house and *gqom*. Sho Madjozi will be joined by Zonke and Vusi Mahlasela as well as Busiswa, Kwesha, Heavy K, Nathi, Yanga Chief, Kabza De Small, The Jaziel Brothers and Bucie Smith.

"Buyel'Ekhaya was established in 2009 in East London with a simple vision: To turn the Eastern Cape into the Cultural Mecca of South Africa. Every year, the country's finest kick off the holiday season festivities with their display of excellence on stage and at the music and fashion workshops and fashion show beforehand. Song, dance and fashion are part of our vision to give full expression to the tenets of culture that form a central part of the African lifestyle," says Nomahlubi Mazwai of Mazwai Communications – who created and produce the festival.

She emphasises that as fun and fabulous as the music and fashion are, the festival is crucial as it as "extensive socio-economic benefits for the region, which is why we also focus on developmental workshops for locals in order to ensure various demand-supply gaps in the creative arts industries are narrowed and that East London's human capital has the capacity and capability to service tourists and other important stakeholders at all times."

Fashion

In the buildup to the festival, Palesa Mokubung of Mantsho will mentor Eastern Cape emerging designers as part of the Buyel'Ekhaya Fashion Development Programme. Wendy Nortey, Sinalo Tshaya, Gcaleka Thobile, Khema Akhonke,

Holoholo Avumile, Sikhabeu Vuyiswa, Lindokuhle Monjane, Cebolenkosi Shibe, Yakhuxolo Mvambo and Zalisile Stuurman will all gain knowledge on the business of fashion at her Johannesburg studio.

The emerging designers will then produce garments to be showcased at the Afro-centric fourth annual Buyel'Ekhaya Fashion Show alongside major designers including Palesa Mokubung (Mantsho), Fred Eboka (House Of Eboka), Laduma Ngxokolo (Maxhosa), Linda Sithole and Mzukisi Mbane (Imprint ZA).

"The purpose of the showcase is to create a platform for exposure of emerging Eastern Cape designers through the power of association with renowned brands as well as to complete holistic developmental experience for them, providing critical experience," says Mazwai.

Tickets are R250 at Shoprite Checkers and [Computicket](#).

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