

A study of Perception around African Luxury Fashion



Bachelor of Arts: Honours in Strategic Brand Communication Degree

Research Methodology

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I hereby declare that the Research Report submitted for the BA Honours in Strategic Brand Communications degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

Abstract

This research explored ways in which African Luxury Fashion is perceived to western fashion Luxury in South Africa and how it can be used as a vehicle to create employment in South Africa. Research was conducted using the critical-realism paradigm and the use of exploratory research design was done. In-depth interviews were used as they allowed the researcher to understand participant's subjective perspectives regarding South African Luxury when applied to femicide (Plooy-Cillers, 2016). Interviews were done through the use of thematic analysis, the researcher was enabled to explore both covert and overt themes embedded in transcripts (Schreier, 2014). Findings indicated that participants were eager to look into learning and understanding African Luxury Fashion and willing to contribute towards exploring in investing in African Luxury Fashion. Findings indicated that are aware of fashion Luxury and that South Africa does produce that type of range in fashion, also that a lot of people purchase fashion luxury because of its resonance with them. This research contributes to research and enforces awareness on African Luxury Fashion and the existence and impact it carries of in South Africa with new evidence that GDP can increase the South African economy. The researcher will provide the reader with the context needed to understand the research problem and its significance. It includes elements such as the background, rationale and the problem and purpose statement. It also details the research goal, research questions, and research objectives. A comprehensive theoretical foundation is discussed, core concepts for the research are defined, and a review of previous literature will be provided to facilitate a broader understanding on Africa Fashion Fashion. The research will begin the methodology process by going through the paradigm selected for the research, the research approach and design, population and sampling, the data collection method and the data analysis method used to systematically explore ways in which African Fashion can create job opportunity and a bigger name globally.

Contents

Introduction	6
Contextualisation	6
Research Rationale	7
Research problem	7
Purpose Statement	8
Research Goal & Questions	9
Primary Research Question	9
Secondary Question	9
Research Objectives	9
Research Conceptualization	9
Theoretical Framework	11
Brand Equity	11
Financial perspective	11
Customer perspective	12
Figure 1: Aaker's Model	14
Theory 2: Keller, K. L., 2001. Building Customer-Based Brand Equity:	14
Figure 2: Keller's Model	16
Luxury value perception Model- A Cross-Cultural Framework	16
Figure 3: Luxury perception Model	18
Literature Review	19
African Luxury Fashion	19
Global luxury fashion	19
The different perception and appeal between African luxury fashion vs Western and the impact it has on African Fashion globally	20
The different aspects and influences of luxury fashion and the different appeal to African and Western fashion	21
The role of luxury value perceptions in South African fashion	22
African Luxury fashion boosts in South African economy.	23
Measurement and dimensions of brand Equity	24
Methodology	25

Research Paradigm	25
Interpretivism	25
Research Design.....	26
Methodology.....	27
Qualitative Research	27
Population Parameters	28
Sampling.....	29
Target population	29
Data Collective method	30
Data Analysis Method	31
Anticipated Contribution	31
Anticipated Findings	32
Research Findings	32
Themes: Online Survey and Interviews	33
Findings and Interpretation	33
Theme 1; The perception Of African Luxury fashion	34
Theme 2: The influence behind the decision making and purchasing of African Luxury Fashion....	35
Theme 3: What does one look for in Luxury Clothing	36
Theme 4: Employment opportunity and economy growth opportunity.....	36
Research Questions and Objectives.....	37
Validity, reliability and/ or trustworthiness.....	38
Trustworthiness	38
Credibility	39
Transferability	39
Dependability.....	40
Confirmability.....	40
Ethical Considerations and Limitations.....	41
Ethical Considerations and Limitations.....	41
Ethics concerning participants.....	41
Ethics concerning the researcher.....	41
Ensuring ethical research.....	41

Limitations	42
Time:	42
Sample size.....	42
Resources	43
Conclusion.....	44
Bibliography	45
Annexure A: Concept Document Template	49
Annexure B: GOOGLE Survey Questions.....	52
Annexure B: GOOGLE Survey Answers	53
Annexure D: Interview Questions	65
Annexure E: Interview Answers.....	66
Annexure F: Checklist.....	69
Annexure G: Proposal and Ethics Clearance	70

Title of Study: A study of Perception around African Luxury Fashion:

Introduction

The paper attempted to explain different possible research approaches to pursue a research project. The issue being investigated throughout this cross-sectional qualitative research study is to, explore and give insights. The researcher strongly believes in educating people about the impact Luxury fashion can play in South African economy.

Contextualisation

The purpose of the literature review is to demonstrate an awareness of the key and authoritative scholarly works related to this topic. The researcher has conceptualised the central concepts relevant to the proposed study in this literature review to establish shared meaning by discussing the theoretical foundation, defined core concepts, and reviewed summary of previous literature is provided to facilitate a broader understanding of the perception of African Luxury fashion specifically in South Africa and the financial impact it has on the South African economy. This literature review aims to provide further research and understanding into perspective, identifying relevant theories and models, and determining what is known and not known concerning the mentioned topic. Yet attempts to explain different possible research approaches to pursue a research project. The issue being investigated throughout this cross-sectional qualitative research study is to, explore and give insights. The researcher strongly believes in educating people about the impact Luxury fashion can play in South African economy. The research will provide some background information that contextualises the study of the perception of African Luxury fashion looking at the background information's which will serve as a bridge that links the reader to the topic of the study.

Research Rationale

The concept of luxury usually embodied by classic symbols of style and delicate craftsmanship. With the meaning of luxury which varies widely from one person to another, depending on their culture, background and demographics (Gambade, 2019). This research is to understand the dynamics of culture of fashion and the perception of African Luxury and looking on whether it could boost the economic growth for South African and African Luxury designer. By doing this study the researcher explores ways of which African Luxury fashion can expand to meet global market.

Research problem

The concept of luxury usually embodied by classic symbols of style and delicate craftsmanship. With the meaning of luxury which varies widely from one person to another, depending on their culture, background and demographics (Gambade, 2019). Previous studies state that African Fashion is not as appealing as Western in the Global Market. Whilst European labels are globally appealing because of their promoted heritage of crafting and the legacy of their designers which these brands have believed to have stood the test of time (Moloi-Motsepe, 2019). This research reached to establish understanding the dynamics of culture of fashion and the perception of African Luxury and looking on whether it could boost the economic growth for South African and African Luxury designer.

Curiously the researcher using qualitative method attempted to address this issue and develop a broader understanding of Luxury Fashion in South Africa, appeal and brand equity it has in the globe by examining the influence of the cross culture, factors influencing the consumers. The researcher explored different ways of which South African Luxury fashion can expand to meet global market. The study furthermore looked at the factors which influence the economic benefit to the country whilst attempting to analyse the different perception and appeal between African luxury fashion vs Western and the impact it has on African Fashion globally, to educate the different aspects and influences of luxury fashion and the different appeal to African and Western fashion whilst investigating how South African Luxury can boost South African economy.

Purpose Statement

“While the South African economy faces challenges of slower economic activity, the demand for luxury goods among locals remains,” says Vanessa Borchers, Western Cape Industry Director at Deloitte South Africa (Deloitte, 2019). And despite all that luxury goods as urbanisation, economic development and increased affluence among the expanding middle-class drive growth across the sector.

This qualitative study helped explore, looking at the perception of African Luxury fashion compared to western branding in the fashion Industry. The researcher aimed on unpacking on the economic aspects of fashion: by looking if South Africa is generally acknowledged as a country being able to produce high-end goods such as luxury fashion clothing and if it seen seen the light of day and recognized. The study then focused on looking at factors which influence the economic benefit to the west.

Research Goal & Questions

Primary Research Question

1. What is the perception around African vs Western branding in the Luxury Fashion Industry?
2. Can African Luxury be beneficial to the African economy growth?

Secondary Question

1. What is the perception around African vs Western branding in Luxury fashion industry?
2. Why do we think society should be educated about African fashion?
3. Has African Luxury seen exposure compared to Western?
4. Can African Luxury be beneficial to the African economy growth?
5. Do we think that African Luxury can be given the same platforms to Western Luxury?

Research Objectives

1. To analyse the different perception and appeal between African luxury fashion vs Western and the impact it has on African Fashion globally.
2. To educate the different aspects and influences of luxury fashion and the different appeal to African and Western fashion.
3. To investigate how African Luxury can boost South African economy.

Research Conceptualization

Research Conceptualization is breaking and converting research ideas into common meanings to develop an agreement among the users. This process eventually leads to framing meaningful concepts which ultimately lead to creation of a theory (Sequeira, 2014).

Terms

African Luxury

Definition

Internationally minded yet proudly African, they are interested in defining their identities through a local lens and want heritage-led style that speaks to them. This current definition of African luxury takes pride in 'Made in Africa' and values the artisanal, ethical and handmade (Jennings, 2019)

Luxury fashion

Luxury fashion is characterized by high price points, placing it outside the category of goods that are simply necessary for daily life. Ideally, this high price point is justified by the quality of the item, which will typically use higher quality materials, design, and craftsmanship in its production (Ho, 2020)

Economic Growth

Economic growth is an increase in the production of economic goods and services, compared from one period to another. Traditionally, aggregate economic growth is measured in terms of gross national product (GNP) or gross domestic product (GDP), although alternative metrics are sometimes used.

Perception on Luxury Fashion

It is expected that luxury brands offer superior product qualities and performance compared with non-luxury brands. Perfectionist consumers may

perceive more value from a luxury brand because they may assume that it will have a greater brand quality and reassurance (Aaker 1991).

The identified above have been defined appropriately and are relevant to the research and stated clearly. Only authoritative sources were used to define the research concept and to break down the research from a broader and better understanding of the research topic.

Theoretical Framework

This is known as the structure that can hold or support a theory of a research study. So, by using a theoretical framework, the researcher has selected the concept of brand equity; which will be looking into Brand Equity Theory as well as Building Customer-Based Brand Equity theory also looking at Luxury Value perception model. These foundation acts as the conceptual starting point and frames the research (Bezuidenhout, 2016), which will be used as fundamentals for the research thesis.

Brand Equity

Brand equity refers to a value premium that a company generates from a product with a recognizable name when compared to a generic equivalent. Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability (Hayes, 2020). Brand equity can be seen from three different perspectives, which can be financial perspective, consumer perspective and employee perspective (ResearchLeap, 2017).

Financial perspective

The financial perspective was viewed as a method that gave managers guidance in understanding brand enhancement. In this perspective, the measures focused on stock prices or brand replacement (Myers, 2003). In this instance the financial aspect

was used for perspective to guide how designers could enhance their brand value towards the consumers.

Customer perspective

Basically consumer-based brand equity can be best formulated as a construct caused by brand-related associations in which the effect of brand-related associations is concentrated. In order to be able to make recommendations to managers on how to manage their brand equity or study the nomological network of its constituent components, we need to generate a better understanding of the composition of brand equity in disparate cultural contexts and distinct product categories (Christodoulides et al, 2015).

Theory 1: Aaker, D.A., (1991) Brand Equity Theory

Now focusing on the Aaker's brandy theory, according to the Research Leap (2017), "Aaker provided the most comprehensive brand equity model which consists of five different assets that are the source of the value creation. These assets include brand loyalty; brand name awareness; perceived brand quality; brand associations in addition to perceived quality; and other proprietary brand assets – e.g., patents, trademarks, and channel relationships."

Aaker's methodology investigated the personality of luxury fashion brands and explored the impact of brand personality on brand trust and brand commitment by means of observation or experience rather than theory. In conjunction with this research this model revealed how consumers perceive distinct personality dimensions and personality traits in luxury fashion brands. It also assisted in validating the results from study indication that brand personality has a significant effect on both brand trust and brand commitment. This model was used to seek and show underlying values that consumers seek from African luxury fashion consumption and lend a theoretical guidance to practitioners in the luxury fashion industry in their efforts to win customers' brand commitment and loyalty. Analysis of the behaviour of consumers established

through how much the brand loyalty these consumers have towards these certain African Fashion Brands, this helped establish whether these brands have created enough awareness to reassure and attract existing and new customers. Most consumers tend to purchase. The above-mentioned model is relevant and applicable to the topic to the assignment and how consumers look at brands.

Figure 1: Aaker' Model

“

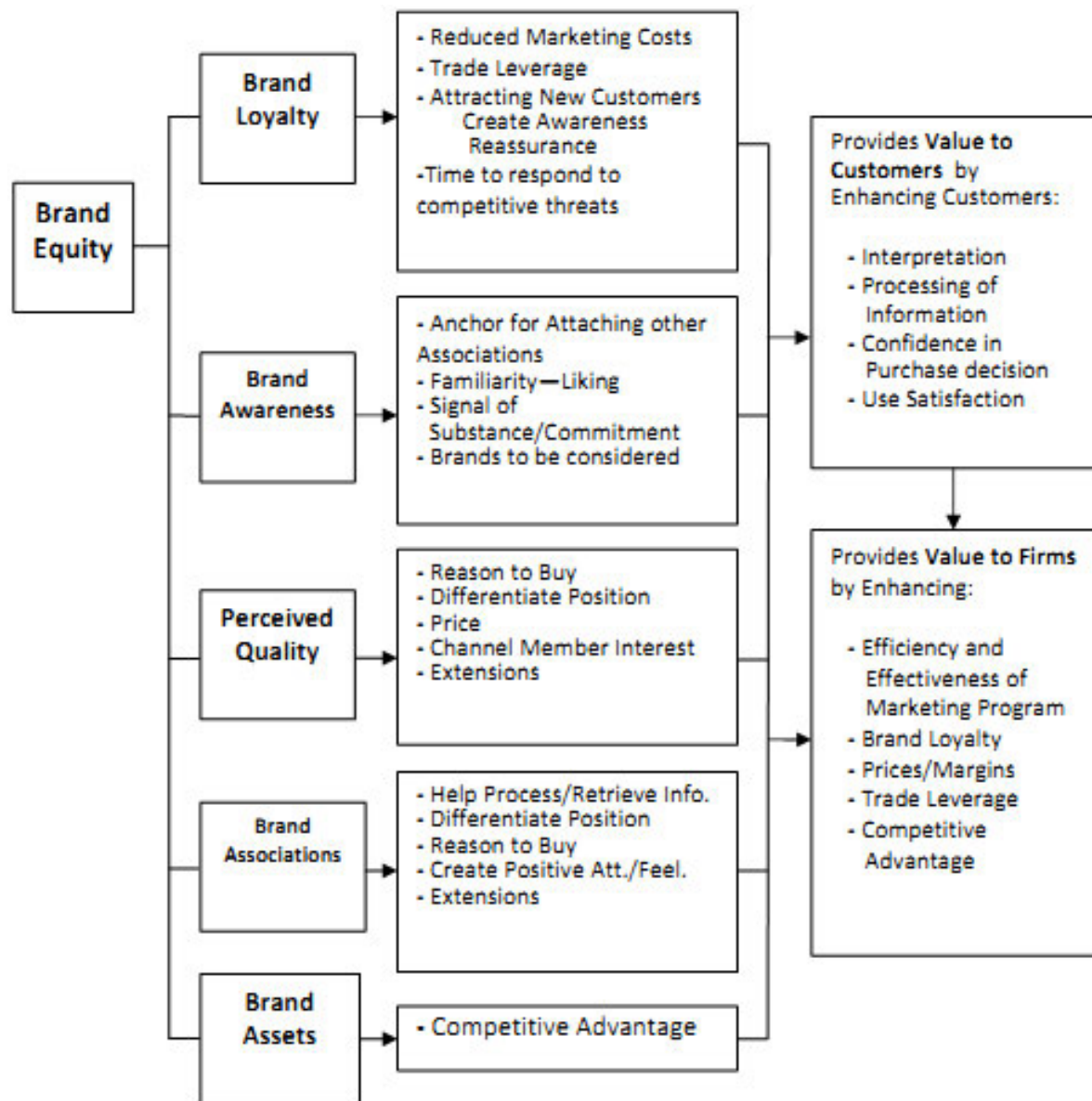


Figure1: Aaker's Customer-Based Brand Equity Framework (source: Aaker's (1992, 1996

Theory 2: Keller, K. L., 2001. Building Customer-Based Brand Equity:

According to Keller's Model: Building Customer based brand equity focuses on building a strong brand, it is about shaping how customers think and feel about a product. It is mostly about building the right type of experiences around the brand, so that customers have specific, positive thoughts, feelings, beliefs, opinions, and perceptions about it (MindTools, n.d). The model, seen in figure 2, illustrates the four steps that you need to follow to build strong brand equity. These four steps of the pyramid represent four fundamental questions that your customers will ask often subconsciously about a brand.

Keller's Model will be used as a research methodology tool to gain a thorough understanding of how customers see African Luxury Fashion and explore whether there are different market segments with different needs and different relationships with market. This model will seek to establish how customers narrow down their choices and decide between each brand and your competitors' brands or whether to buy local or global luxury fashion. To understand how customers also respond to African Luxury according to how it makes them feel. If African Fashion generally evokes feelings directly, and how consumers respond emotionally to local luxury brands and how it makes them feel about themselves. According to the model, there are six positive brand feelings: warmth, fun, excitement, security, social approval, and self-respect.

Most of the time behavioural loyalty includes regular, repeat purchases. Attitudinal attachment: customers love brand or product, and they see it as a special purchase. Sense of community: customers feel a sense of community with people associated with the brand, including other consumers and company representatives. Active engagement: This is the strongest example of brand loyalty. Customers are actively engaged with your brand, even when they are not purchasing it or consuming it. This Model will be used to establish the relationship between consumers and African Luxury Fashion.

Figure 2: Keller's Model

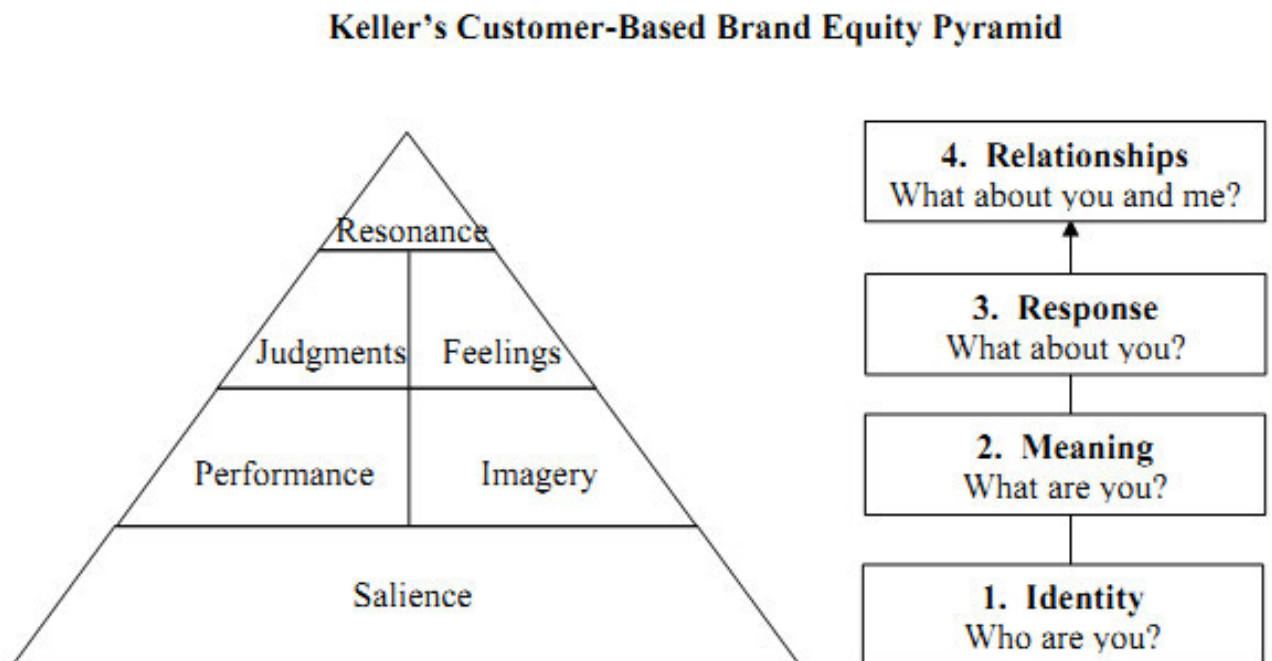


Figure 2: KELLER, KEVIN, STRATEGIC BRAND MANAGEMENT: GLOBAL EDITION, 4th, © 1901. Reprinted by permission of Pearson Education, Inc., New York, New York.

Luxury value perception Model- A Cross-Cultural Framework

The consumption of luxury goods involves purchasing a product that represents value to both the individual. consumers' behavior in relation to luxury brands, apart from interpersonal aspects like snobbery and conspicuousness, personal aspects such as hedonist and perfectionist motives as well as situational conditions (e.g., economic, societal, and political factors) must be taken into consideration (Wiedmann.L.at al, 2007).

This model will validate the customer's luxury value perception and the motives for luxury brand consumption which might or might not be tied to a set of social aspects of displaying status, success, distinction and the human desire to impress other people, but also can depend on the nature of the financial, functional and individual utilities of the certain luxury brand.

This model will assist in understanding the consumer behavior; that may to evaluate what serves as a basis to successfully create, market and monitor luxury brands or products in a cross-cultural context. This model will provide discussions that need to comprehend the decision-making process and luxury value perceptions within a South African context, formed the basis of the research aim and objectives.

Figure 3: Luxury perception Model

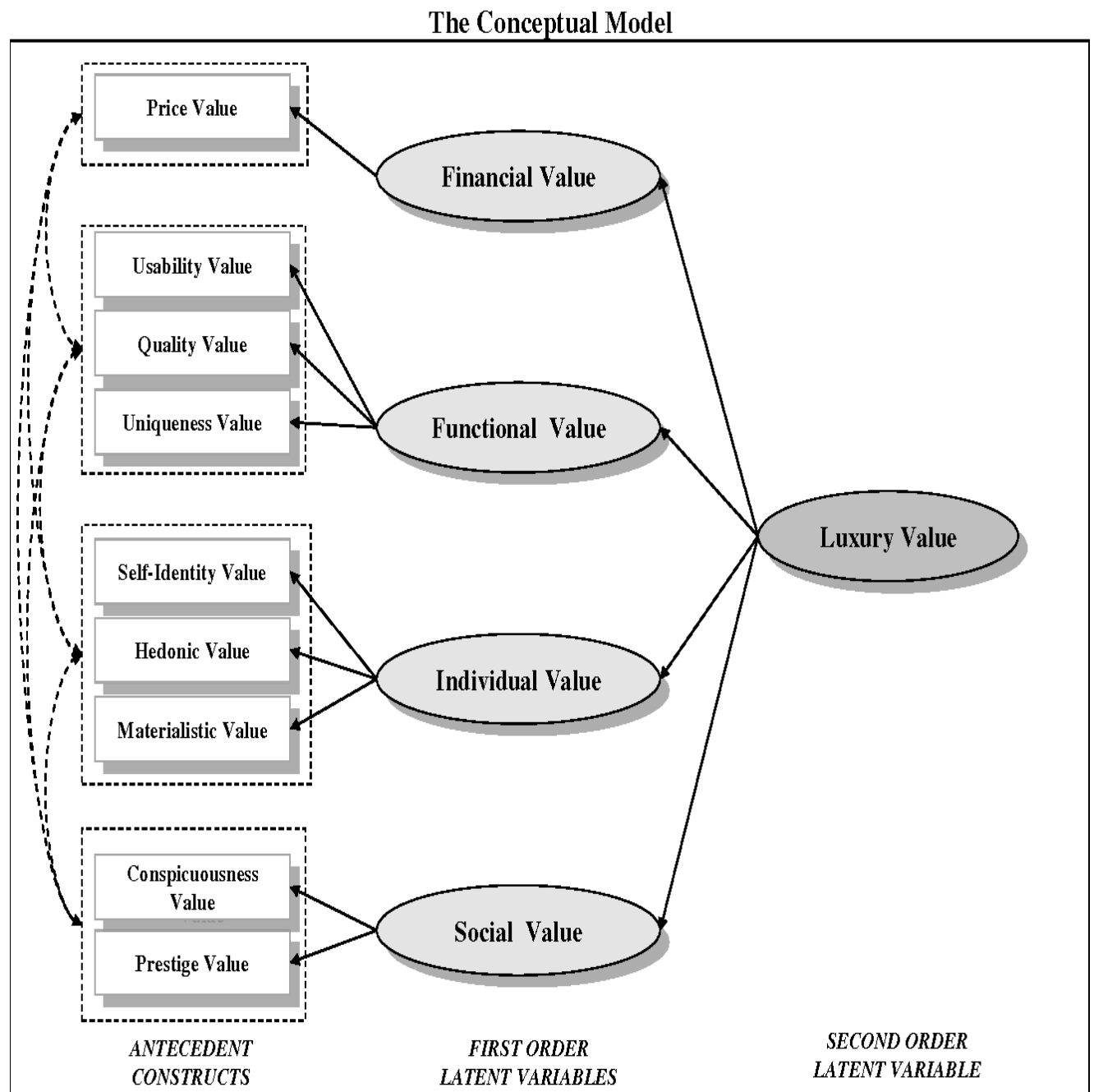


Figure 3: K. Wiedmann, Nadine Hennigs, A. Siebels; Luxury value perception Model- A Cross-Cultural Framework. Published 2007. Economics

Literature Review

African Luxury Fashion

“Fashion in Africa is distinct for its craftsmanship and dependence on valuable resources and skills like embellishment, embroidery, weaving, spinning and customisation. Techniques that make them really special because they have been touched by human hand,” Omoyemi Akerele.

African fashion is viewed as costume clothing that reminisces on a historical era that no longer has a place (Motsepe, 2019). African luxury Fashion is an appreciation of ethically made, beautiful objects that tell their own authentic stories. Luxury is slowly changing, from concept to market, as the industry broadens its scope and more global players set their eyes on the African continent (Gambade, 2019). African Fashion Luxury is the culture of consumerism, that African designers' traverse, navigate around and conquer in making garments that represent substantial stories about their heritage, often bringing into their work local materials and traditional craftsmanship. African Fashion was also used to make bold political statements, it embraces the history of colour texture and symbolism in amalgamation of modern trends, which is particularly meaningful (Motsepe, 2019).

Global luxury fashion

The global luxury brand market has been growing steadily during the last two decades, along with the gradual expansion of the scope of its market, the ever-expanding offer of luxury categories, a rapid growth in emerging markets, and the recent increasing young consumers' luxury consumption worldwide (Amatulli, et al, 2016).

The most notable companies are LVMH (with brands such as Louis Vuitton, Fendi or Loro Piana), Kering (Gucci, Balenciaga, Saint Laurent and other brands), Ralph Lauren and PVH (Calvin Klein, Tommy Hilfiger). According to Statista (2020) Revenue in the Luxury Fashion segment amounts to US\$94,313m in 2020. The market is

expected to grow annually by 6.6% (CAGR 2020-2025). The market's largest segment is the segment Luxury Apparel with a market volume of US\$62,144m in 2020. In global comparison, most revenue is generated in the United States (US\$24,039m in 2020). In relation to total population figures, per person revenues of US\$12.67 are generated in 2020.

The different perception and appeal between African luxury fashion vs Western and the impact it has on African Fashion globally.

As stated by Jennings (2018), African fashion is known to be symbolic, and it communicates African culture. "Africa has long inspired global style, as the archives of every international fashion house from Yves Saint Laurent to Burberry attests. But in recent years, thanks to the continent's growing creative confidence and economic clout, its best design talents are offering the global industry a fresh take on sustainable luxury".

Euromonitor (2016) are of the opinion that luxury consumers are in a search for more meaningful luxury experiences. In addition to that, middle-class consumers are evolving into newly affluent shoppers and with greater exposure to Western cultures, habits, needs and tastes, they are seeking accessible luxury brands and aspirational purchases at good value (Euromonitor, 2016c). This shows that the perception of luxury has evolved to be more than just a materialistic choice and now includes aspirational, accessible and democratised considerations in most cases Africa has always inspired global style, as the archives of every international fashion house attests. This has seen a great influence thanks on the continent's growing creative confidence and the international glare upon it, its best design talents are offering the industry something new which is their own take on sustainable luxury (Jennings, 2018).

The different aspects and influences of luxury fashion and the different appeal to African and Western fashion.

Clothing has been an important medium for negotiating differences across cultural division with garments providing means of which absorb distant cultures into frameworks or to highlight cultural differences which reinforces cultural identity through contrast with fashion , the realm of clothing that is characterized by self- conscious change which plays an important role in characterization of cultures and subcultures which means affiliation with culture (Rovine, 2019).

Over the last eight years there have been some significant developments that have taken place in African fashion. The first of these has to do with perception: African fabrics and fashion being no longer seen by western audiences and buyers solely as "traditional" wear which was always just another way of saying what Africans made and wore lacked the finesse of western fashion. When a company has positive brand equity, customers willingly pay a high price for its products, even though they could get the same thing from a competitor for less (Hayes, 2020).

South African Designers have proven that cultural renaissance has led to the revival of luxury Fashion in South Africa. To name a few such as Lukhanyo Mdinga consolidates his brands sustainability ethos. An important part of the process which works with sincere materials of the highest quality like pure Angora Kid Mohair and Merino wool all sourced locally and other natural fibres like silks and linen. Selected pieces in the collection are created with the felting process using blended wool, which meant working closely with the source of material and artisans in the Eastern Cape region of South Africa. Customers, in effect, pay a price premium to something that resonate with them another example would be Maxhosa by Laduma, a luxury fashion brand that promotes local mohair and merino wool with his line MaXhosa Africa. Inspired by the clothing associated with Xhosa initiation ceremonies and beautiful beadwork, his colourful knitwear embodies his slogan 'My heritage, my inheritance' (Tlhagoane, 2020).

The role of luxury value perceptions in South African fashion

Luxury value perceptions may include five dimensions that are distinguished in literature, namely Social, Individual gifts, Individual pleasure, Financial, and Functional value perceptions. Since 2000 luxury consumers have contributed significantly to market growth as they have more than tripled throughout the past 20 years to approximately 330m consumers,¹ worldwide (Boston Consulting Group, 2017).

The number of international luxury brands that have arrived within the South African market has increased drastically over the years and is expected to continue within future years. Luxury Brands such as Burberry, Louis Vuitton, Gucci, Cartier, Ferragmo have all opened stores across South African within the last 25 years (Deloit, 2017).

South Africa's luxury goods market is growing, and is being driven by the growing middle class, women becoming more actively involved in the economy with well-paying jobs, and by an increased demand from foreign visitors taking advantage of the weaker Rand. Studies observed that celebrities influenced black South African millennials in fashion adoption and purchase intentions. Black South African millennials confirmed that their technologically savvy nature and social media usage had morphed them into depending on information communication technology. Fashion adoption, particularly consumers' intentions to adopt new fashion is valuable to companies and marketers of the vibrant clothing product. luxury brands are having to evolve their strategies in a way that does not compromise their history but would rather build on their existing brand equity which would help support long-term strategic and financial performance (Deloitte, 2015).

African Luxury fashion boosts in South African economy.

As an emerging economy South African economy has been facing challenges of slower economic activity, the demand for luxury goods among locals remains,” says Vanessa Borchers, Western Cape Industry Director at Deloitte South Africa (Deloitte, 2019). And despite all that luxury goods as urbanisation, economic development and increased affluence among the expanding middle-class drive growth across the sector. The economic aspects of fashion: looking at South Africa is generally acknowledged as a country being able to produce high-end goods such as luxury fashion clothing and remains a prime shopping destination in Africa. Which now has found itself as the “The Established” and is tipped as the gateway to the continent’s luxury market, largely due to its well-established shopping culture, increased international exposure, significant innovation, relatively stable and transparent pricing and convenience (CPPLuxury, 2019).

Recent studies state that the South Africa’s fashion designers have contributed at least R1 billion to GDP in the last year and could play an important role in helping to rejuvenate manufacturing and help create jobs and skills as the country grapples with the impact of and recovery from the Covid-19 pandemic. This has now enabled both existing and up and coming designers to grow their businesses and encourage South Africans to buy local, but also create a supply chain that will benefit many South Africans,” state the Department of Trade Industry and Competition (DTIC).

It has also been concluded that designers have substantial growth opportunities within an evolving local middle-class market estimated to be worth approximately R180 billion. This study noted that the sector could aggressively target the growing upper-middle class of South Africa. It also identified opportunities for this segment of the sector to position itself in line with changing societal trends and influences. According to GQ (2020) South Africa has become a more involved player, from both a local and international perspective, in the value chain that produces luxury end products. To understand the opportunity for South African players, it is important to note that economic growth in developed markets has been constrained in recent years and the global luxury fashion sector is largely saturated in several key markets. However,

prospects in developing markets are better where demand for luxury goods is on the increase as disposable incomes and living standards rise.

Lodestar Marketing Research (2019) states that, The Luxury Fashion Industry in South Africa has seen a significantly higher percentage growth of High Net Worth individuals in the past decade compared to global figures, and this trend is expected to continue. South Africa has an advantage over other African countries about its sophisticated and well-developed retail environment. The most attractive shopping malls for luxury brands are Sandton City, Melrose Arch and HydePark Corner in Johannesburg and the V&A Waterfront in Cape Town.

Measurement and dimensions of brand Equity

With the rise of globalisation, consumers are increasingly faced with having to make purchase decisions between domestic and foreign products or brands. It is important to gain a better understanding of what factors influence consumer decisions when considering a local or global product or brand. With recent Emerges designer collaborations are big news. 67% of Gen Z and 60% of millennial luxury purchases have bought a designer collaboration piece or special edition. According to Lodestar Marketing Research (2019) Forecasters are predicting that the Millennials will have a significant impact on marketing in the luxury industry. Although traditional marketing channels and particularly magazines will continue to be relevant, maximizing the online experience will be important for luxury brands who want to reach consumers that are accustomed to using digital tools and social networks to educate themselves about brands.

Methodology

The research approached the Interpretivism looking into trustworthiness. Furthermore, the paper used the qualitative method, qualitative approach which include credibility and transformative world view and mixed method approach.

Research Paradigm

Interpretivism

Interpretivism involved researchers interpreting elements of the study, interpretivism integrates human interest into a study. Using interpretivism the researchers assumed that access to reality (given or socially constructed) is only through social constructions such as language, consciousness, shared meanings, and instruments” Dudovskiy, (n.d). The development of interpretivist was based on the critique of positivism. Accordingly, this philosophy emphasizes qualitative analysis over quantitative analysis. Qualitative research being the method that will be used for unstructured interviews which generate qualitative data using open questions. This allowed the respondent to talk in some depth, choosing their own words (McLeod, 2019).

According to Dudovskiy, (n.d). Interpretivist approach is important for the researcher as a social actor to appreciate differences between people. Moreover, interpretivism studies usually focus on meaning and may employ multiple methods in order to reflect different aspects of the issue. Interpretivism is “associated with the philosophical position of idealism, and is used to group together diverse approaches, including social constructivism, phenomenology and hermeneutics; approaches that reject the objectivist view that meaning resides within the world independently of consciousness”.

The theory of interpretivism looked at telling a story in order to create in-depth understanding realities. The methodology is a subjective qualitative method. The axiology aimed to looking at the uniqueness of the research. So, for this research interpretivism was used so that the data collected can be shown through credibility and promote understanding of the perception of African Fashion luxury to everyone’s unique experiences. The Interpretivism paradigm would assist in showing the

credibility, transferability, dependability and comfortability of the data collected. These were then done through means of triangulation where more than one research method were used such as in-depth interview and google survey, this helped get findings that are description of their influences and beliefs on African Luxury Fashion and what this means to participants' perspective which speaks to them as individuals. And by using this Paradigm it also assist in capturing findings that have been experienced in similar situations amongst the populous which will assist in providing content that is generalised.

Research Design

The function of a research design is to ensure that the evidence obtained enables the researcher to effectively address the research problem. The researcher will be obtaining evidence relevant to the research problem specifying the type of evidence needed to test a theory. A qualitative approach is thus appropriate as the researcher intends to develop knowledge regarding the topic by ways of online survey and interviews. The researcher will outline the appropriate paradigm selected for the research, research approach and design, population and sampling, the data collection method and the data analysis method used to thoroughly explore a study of Perception around African Luxury Fashion.

Methodology

The methodology section is the specific procedure where the researcher identifies, collects, process and analyse data relating to a specific phenomenon (Leedy, 2013). The researcher outlined the appropriate paradigm selected for the researcher, research approach and design, population and sampling, the data collection method and the data analysis method used to thoroughly explore and how it can be used to research allows for some flexibility within the conceptual approach to data collection, data collection can still be time-consuming. The five broad categorisations of suitable qualitative research approaches for social science and humanities research, according to Creswell (2007), are narrative studies, phenomenology, grounded theory, ethnography and case study research (Maree, 2016).

Qualitative Research

Unlike quantitative research, qualitative research works with a much smaller sample of the population, for the purpose of generating rich descriptive and in-depth data from participants about their feelings and thoughts towards the research topic. In relying on the researcher to objectively capture findings, reactions and emotions, the qualitative data-collection process is geared towards gathering information about participants 'subjective interpretations of African luxury fashion.

These research design answered the research questions or hypotheses and assist in solving the research problem optimally. This included, among other things, exploratory, looking at participative action research. The study included theoretical, philosophical and conceptual studies as well as a literature assessment; and finally, make use of a cross-sectional design.

Population Parameters

The research population is subdivided into the target and accessible population based on specific population. This study's target populations African Luxury Fashion Designers and consumers both genders. Accessible population; designers that are available telephonically, using Google Forms: Online Survey: looking at both genders, income bracket, ethnicity, Internet connection for In-depth Interviews, the study looks at fashion globally but focuses on South African fashion looking, but the designers will be resident in South Africa.

As mentioned, the population is made up of shared characteristics and the number of people of social artefact in the population parameters of the study (Pascoe, 2014). Thus, to effectively define the population, the researcher utilises three parameters namely the nature, size and unique characteristics of the population, allowing the researcher to distinguish between the target and accessible population (Pascoe, 2014).

- **The nature of the population** consists of people, as the unit of analysis. (Pascoe, 2014). The method used allows anyone who has access to the internet to participate are relevant as the questions are targeted towards society and the consumers of fashion whether they purchase luxury as well as femicide aiming to gain the necessary information and insights required to resolve the research problem as South African Luxury Fashion has been heating waves. With this this pool, the researcher aims to gain insights from industry professionals as well as consumers, they would have interest in the study.

- **The size of the population:** this is every one that falls within the population parameters established (Bradley, 2013). The target population for the research will be made up of various participants target to at least 100 but 64 responded on google survey form and at least 2 interviewees.

- **The unique characteristics of the population:** The researcher plans to interview 2 to 5 designers for industry insight, eg. the Founder of Imprint Mzukisi M and founder of Maxhosa Laduma.

Sampling

Sampling is the method of selecting a predetermined number of units (people or objects) with the same relevant characteristics from a larger population under investigation, denoting a “sample” (Pascoe, 2014). It is a “subset” of the population and may be considered representative of the population (Pascoe, 2016). Therefore, the sample for this research encompasses people. These people are those who will be referred to as the participants (McLeod, 2014). Due to the qualitative and exploratory nature of this research, and it being difficult to gain access to the entire population of people who share the similar interests, it was identified that non-probability sampling would better suit the purpose of the research (Pascoe, 2014).

For Online survey the researcher will be doing non -probability sampling is also called as a judgment or non-random sampling as the selection of the sample is made based on the subjective judgment of the researcher (Alvi, 2016). The researcher used Non-probability sampling techniques because it is appropriate for exploratory and qualitative research. The aim of this is to develop an initial understanding of a small or under-researched population. Because of limitation factor involved the research chose to use Voluntary response sampling for the target population. Therefore, the sample is mainly based on ease of access. Instead of the researcher choosing participants and directly contacting them, people volunteer themselves. Thus, the researcher will be focusing on a non-probability sampling method. The online survey was opened for at least 1 week and a half for all those who decide to complete it. This will allow to give some insight into the topic, but the people who responded are more likely to be those who have strong opinions about the topic in hand, so their opinions are representative of the population. So that the researcher can have at least 100 respondents for balanced data. The interview will be sent through emails to the interviewee with 2 -5 interviews.

Target population

Target population is the total group of individuals from which the sample might be drawn. A sample is the group of people who take part in the investigation, the individuals who will be going to take part in the research study (McLeod, 2019). For

this research study, both the online survey and the interview, the target population was both male and female from any racial group, individuals that reside in South Africa as the study is specifically focusing on factors surrounding African Luxury fashion in South Africa. The target population needs to be over the age of eighteen because most people who purchase and understand luxury are people who can afford that luxury. The individuals, who will be participating in both the online survey and interview, need to be people who know or understand what luxury is and maybe purchase luxury as the study discovers factors that influence the buying decisions.

Data Collective method

The methods used to collect primary data in this study included interviews and online google survey, task-and-reporting methods employed for capturing social experiences. For qualitative studies, the researcher used the scope of the kinds of questions that will be in-depth semi-structured interviews, The survey will consist mostly of open-ended questions avoiding multiple choices or close ended questions to allow the research approach to be interpretivism. The online survey will have at least but no more than 15 questions. This is to ensure that respondents complete the survey, honestly and do not feel that the survey is tedious and to ensure that they answer truthfully. The survey was open for almost two weeks and aimed to reach at least a hundred respondents. The use of an online survey will be cost effective for both the respondent and researcher. The research will be reaching a lot of people for this survey will be online. The questions posed will be mostly open ended in order to collect sentiments and unlimited opinions about the subject.

Due to the pandemic and practicing social distancing Interviews will be sent via email to the interviewee using a Gmail which will later be transcribed for analysis. All participants will be required to complete a consent form. The researcher will make sure the questions asked are ethically approved and don't discriminate nor harm any beliefs. The interviewees will be thanked the participants for their time and for sharing their views and opinions on their interview.

To enhance the trustworthiness of the research and effectively test the collection method, a. This will allow the researcher to establish an approximate time to conduct interviews and acted as a pre- warning system for changes, additions, deletions or other amendments required to modify the collection method (Koonin, 2016).

Data Analysis Method

The researcher has selected both data to be analysed by ways of Open Coding; scanning the text looking for keywords. as it is the most appropriate method for any study that seeks to discover using interpretations and allows the researcher to accurately determine the relationships between concepts. Online survey; google form online data will automatically be recorded Open-ended questions will use open coding Interview Will transcribe using Line by Line Coding using Qualitative analysis is the analysis of qualitative data such as text data from interview transcripts. After the coding the keywords will be identified and grouped together to form constructs and then interpreted to see the frequency of certain concept that come up in line with the proposed study's objectives.

Anticipated Contribution

This research is anticipated to give knowledge that can help African designers understand the global and local market so that the knowledge received can be used boosting the African economy to expand. To also understand consumer behaviour, trends and what influences and motivates their buying decision. This research study hopes to contribute to the growing body of knowledge on Fashion industry, consumer behaviour understanding the ways in which they can be manipulated to influence emotional reactions to experienced and how much they know about the industry and their buying decisions. Most of the existing research, as identified in the literature review, has only focused on consumer decision, how this industry effects the economy and how the people and the country can work together in creating job opportunities. This study will attempt to explore emotional responses to experience perspective. The study also seeks to bring into the foreground of brand strategy, as a significant vehicle of communication that has the potential to help marketers and designers understand

how spaces might be conceptualised to elicit desired emotional responses from customers.

Anticipated Findings

The anticipated findings of this research were to gain deeper Insights about why African Luxury is not as successful as it should be now. Also, if the consumers were educated about the different context when it come to the meaning of Luxury and the influence of culture to different buying patterns. More generalised information of how shoppers feel about African fashion.

Research Findings

Research findings are the principal outcomes of a research project; what the project suggested, revealed or indicated. This usually refers to the totality of outcomes, rather than the conclusions or recommendations drawn from them. Findings for the research are presented and interpreted (AQR, 2020). The researcher made use of the thematic analysis approach to analyse the data gathered by identifying codes/patterns and themes within the qualitative data set (Schreier, 2014).

The researcher collected data by going through the recorded answers from the Online Google survey, as well as the filled in questionnaires whereby the initial impressions were made and jotted down. The codes were generated with the use of Microsoft Word to tabulate the data to facilitate organising and reducing the data into smaller, more meaningful chunks. The researcher utilised open coding, codes were established and improved throughout the coding process (Maguire & Delahunt, 2017). The researcher then took these codes combined and labelled to create preliminary themes which were reviewed, revised and collated into principal themes (Maguire & Delahunt, 2017). In this section, the emergent themes are discussed, interpreted and related to literature, theory, and the research questions. The below table provides a summary illustrating of the predominant themes, the interview questions themes emerged from and the research objective addressed by the theme.

Themes: Online Survey and Interviews

Themes	Questions Online and Interview	Objectives
Theme 1; The perception Of African Luxury fashion	6, 7, 8,9, 10	Objective 1
Theme 2: The influence behind the purchasing of African Luxury Fashion	5, 6, 7, 9, 11	Objective 2
Theme 3:		Objective 1 and 2
Theme 4: Employment opportunity and economy growth	12.	Objective 3

The illustrated above, are four main themes that were identified from the online survey and interviews conducted, being: Obstacles faced by citizens; impact on citizens; what can be done; and motivation. The researcher define each theme and discusses it by linking it to the he perception around African Luxury Fashion . This will be followed by an interpretation which describes what each finding looked at. The google survey were rendered by 64 people find in Annexure and only one interview was rendered found in annexure

Findings and Interpretation

The following findings are critically and comprehensively related to the literature, theory and the discussion is insightful from the research conducted by the researcher. An online survey research wich contained respondants of 64 participants of whom 76.6% are female and 21.9% are male with 1.6% remaining annomyous. 54. 7% of those respondents were between the age of 26 - 32, 37.5% were between the 18-25, 6.3% between the ages of 32-35 and 1.6% 35 and above . All these respondents were South Africans residents from various provinces. This research study attempted to answer the following cases.

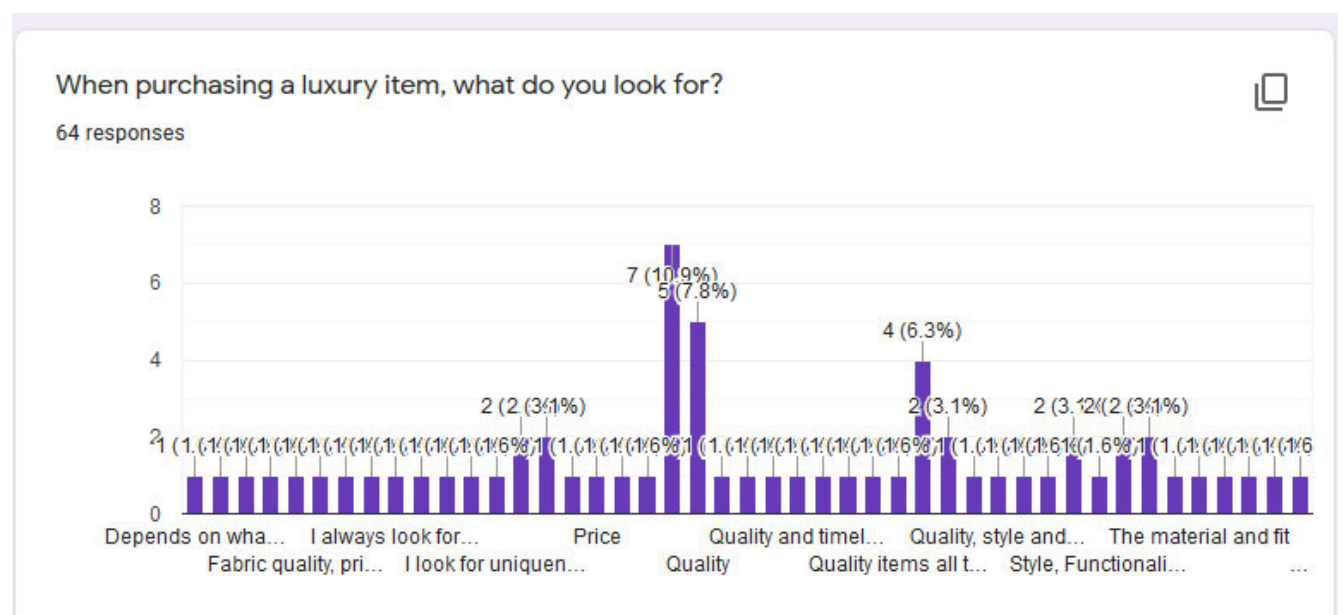
The Research questions for this study were to find out the following question such as:

1. What is the perception around African vs Western branding in the Luxury Fashion Industry?
2. Can African Luxury be beneficial to the African economy growth?

Theme 1; The perception Of African Luxury fashion

Luxury has captivated the minds of people of all nations throughout history. At the same time, however, humanity has also adopted a somewhat critical attitude towards luxury. Luxury signifies a form of affluence originating in the various kinds of surplus produced by society. That is why fashion, the fundamental purpose of which is to decorate, has maintained a close relationship with luxury through the ages (artsandculture,2020). Based on respondents views, the perception of African Luxury is determined by understanding people's cultures and what they seek to hear and what is received and understood by the consumer on the receiving side of the message. Based on the previous research and google survey, few things that come to mind when luxury is comes to mind, most associate luxury with expensiveness, high cost, quality, European fashion., which showed that some people only perceive luxury only if its European and anything that is African is not perceived as to standards to European and not classified luxurious enough. Though Western Luxury fashion is perceived to relate to status as well as top quality International fabrics and caters to a wider and broader audience. , African luxury fashion is perceived contribute cultural dignity as well but most audiences refer to African luxury fashion as a range of prints and broader color spectrum whilst aligned to one's roots of African Luxury is not just print . Western fashion tends to be more trendy and desirable in terms of quality and style leaving South African to be just referred to African luxury wrongly defined. There is more to just prints and just material to African Luxury but most importantly consumers define luxury according to their needs and standards and what it means for each person as they all didn't have same meaning as to what Luxury means to them and what African Luxury entail.

Theme 2 discusses what influences the consumer decision making and purchasing process. The first thing was to establish what it resonates more with the consumers personal style and mostly consumer want what resonates more with each personal style. Out of 64 respondents notice of a pattern in terms what mostly influences decision when it comes to decision buying and mostly looked at quality, whether its quality with type of style, or material used and obviously pricing because it has to be item worth the money used to purchase. Majority of the respondent mentioned that if its African luxury items that they are purchasing it should speak to their culture and heritage is being celebrated through the clothing. Because European fashion has also played with how South African dress and choose they clothing they at least need it to be authentically local but speak to a western aesthetic. Price range of items are also one of the biggest influence to purchasing decision and those who are at flexible age group due to the diversity in product ranges are most likely to be purchasing luxury fashion for they have reached a level in their lives whereby purchasing luxury fits with their social standards and resonates with the brand they are building for themselves.



35

Theme 3: What does one look for in Luxury Clothing

Theme 3 discusses what does one look at when looking for luxury items. When purchasing and the first thing to jump out was from a luxury item, a stylish and elegant look always draws attention. Something that speaks to expensive taste and high class, African Luxury speaks more to authenticity and having unique African voices and the world is buying into that so must look for class and yet something authentic and something that will put value in made local and something that is uniquely made for them. African Luxury is all about premium quality & exclusivity which is mostly the personal aspects to most consumers. Nowadays a lot of what and how we dress comes from Social Media influence and many people travel and learn and exchange thoughts and inspiration from different cultures and most times the environment consumers are in impact and influence the what they are looking for and what tells their story at the time they are in their life which dictates what they are willing to take and if it resonates with them.

Theme 4: Employment opportunity and economy growth opportunity

This theme incorporates participants and research view on if and how African Luxury fashion can be used as a vehicle for employment in South Africa. After the data was captured, there were a few points that were identified throughout the data collected, both primary and secondary research. First point being that there is a great interest in addressing and fostering employment through creating platforms for South African Luxury Fashion. When the participants were asked their views on African Luxury Fashion being used as a vehicle for employment in South Africa. Participants shared same response, with almost everyone agreeing to African Luxury fashion having an opportunity to driving career opportunity and can create economy growth.

If understanding people's cultures and seek people with proper understanding the industry could unlock many different roles for people to play. Also, it would create a sense of pride within our country and models would feel as privileged as those who model for big International brands. More retail stores could open, factories, fashion consultants and many other roles. Promoting more local designers and giving our local designers tools to operate, and platforms to showcase and to sell will lead to making more people aware of South African local talent. This could lead to people understanding the value and worth of African craft, buying more and therefore more

production will be needed from local designers/brands which means they will need to hire more help for production, and also in extension help the textile industry grow. It's all a ripple effect.

Also a lot of South African designs & prints end up being used at NYFW & other likes but not create fashion for African people. There is definitely a need to see more fashion shows in SA not just the big brands but for new upcoming brands, this would open up the industry & give new styles to see. There is a need for more influencers to promote upcoming designers and/or stylists so they can also be put on the map and have variety and not just look at your well established designers like MaXhosa, Tlale, etc for inspo. With that said the opportunity for growth and others have been a success rate for the GDP from last year has grown and if taken more seriously and more it could play an important role in helping to rejuvenate manufacturing and help create jobs and skills as the country grapples with the impact of and recovery from the Covid-19 pandemic.

Research Questions and Objectives

1. To analyse the different perception and appeal between African luxury fashion vs Western and the impact it has on African Fashion globally.

With given respondents from primary research and secondary research conducted the results have concluded that African Luxury is perceived differently and definitely need more awareness and understanding around African Fashion and that African Luxury Fashion is not just made out of the prints and fabrics we have. South African Fashion has a lot to offer in the industry globally.

2. To educate the different aspects and influences of luxury fashion and the different appeal to African and Western fashion.

Educating and creating more awareness on African Luxury fashion can be enforced to create more accessibility for consumer to start looking at purchasing more

3. To investigate how African Luxury can boost South African economy.

After several questions and respondents believe more resources should be made available towards the clothing and textile manufacturing industry so as to make luxury materials readily available in South Africa and definitely has an international market for it as western brands have begun to culturally influenced African fashion for the western market

The above were found during conducting the research and from the results have suggested that creating awareness and educating people about African Luxury Fashion. This research means that a lot of can be educated. The objectives were reached and information can be used to create platforms to understand. There's a lot of opportunities to grow in the fashion industry. Given the fact that African designers are starting to realize that there is so much that the rest of the world looks at Africa for. Africa is about creating the trends, putting them on the runway and for the first time are selling them to the rest of the world. And not the other way around.

Validity, reliability and/ or trustworthiness

Qualitative researchers prefer to use the concept trustworthiness to measure reliability and validity within qualitative studies as the main aim of qualitative research is not to generalise results. The overarching term that is used for validity and reliability in qualitative research is 'trustworthiness', which is further divided into credibility, transferability, dependability, and confirmability (Koonin, 2016). In research, it is vital to be able to conduct findings that readers are able to (Koonin, 2014). The purpose of qualitative research was to generate results to a broader population but rather, to provide an in-depth understanding of a phenomenon such as femicide (Koonin, 2016)). Thus the researcher will not make use of 'reliability' and 'validity' as research suggests that the terms are not useful within these types of studies (Koonin, 2016).

Trustworthiness

In this case looks it looked at aspects of the research process that have been put in place for the concluded study to make a valid contribution to the existing body of knowledge through its credibility, transferability, dependability and confirmability. Credibility looks at how accurate the data-collection and interpretation processes are,

in order to ensure that the reader believes in these processes. Increasing time spent with participants but in this case having open-ended question will allow the readers to answer openly and based on their experiences and triangulation both help in achieving credibility.

Credibility

Credibility will refer to the accuracy with which the researcher will interpret the data that was provided by the participants during the interview (Koonin, 2016). The collection of the data through in-depth interview and questionnaire and the analysis of the data using Thematic content analysis (Nieuwenhuis, 2016). The researcher implemented the research design using exploratory that was carefully aligned with the research question relating to African Luxury Fashion . Frequent supervisor sessions were held Through Social media channels as means of medium channels for communication with the supervisor to ensure the research was still adhering to the standards as well as ethics put in place.

Transferability

Transferability can be achieved when the researcher is able to apply the findings to a similar situation and delivering similar results (Koonin, 2016). Transferability deals with the likelihood of reapplying the research process beyond the original scope to alternative typical phenomena and still achieving similar results. In this study, the researcher was able to then provide the evidence that it could be applicable for the study through the literature review (Statistics Solutions, 2019). Transferability is increased when the identified participants of the study closely match the population, and when the researcher provides in-depth purposeful descriptions of the research context, the participants and the design, which allows readers to make up their own minds about transferability. Dependability is guaranteed through the transparent demonstration of the research design and the execution of data-collation techniques within the confines of the allowed flexibility for qualitative research. There is an interrelationship between credibility and dependability that allows the reader to clearly see the decision processes during the data collection journey that ultimately led to the arrived-at interpretations.

Dependability

Dependability refers to the quality of the process of integration that takes place between the data collection method, data analysis and the theory generated from the data (Koonin, 2016). The researcher describes and documents the research process relating to the exploration.

Confirmability

Confirmability looks at how well the data-collection process was executed in relation to whether the researcher interpreted the findings void of bias, motivation or preconceived interests. Qualitative research allows the researcher to play a critical part in the data-collection and interpretation processes and draw up meaningful descriptions of slice-of-life phenomenon. The more involved the researcher becomes in a study, however, the more chance there is of bias creeping in. Confirmability is increased when the researcher admits these limitations. This transparency enables the reader to understand how the study's conclusions were achieved (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014; Maree, 2016). Confirmability refers to how well the data collected support the findings and understanding of the researcher (Koonin, 2016). The researcher maintained professionalism by seeking guidance from the research supervisor whom provided professional and ethical direction for this investigation.

Ethical Considerations and Limitations

Ethical Considerations and Limitations

Ethical consideration focuses on the disciplines that study standards of conduct, such as philosophy, theology, law, psychology, or sociology (Gajjar, 2013). The researcher identified ethical considerations pertaining to the participants as well as the researcher under the investigation. The researcher has selected the open coding method as it is the most appropriate method for any study that seeks to discover using interpretations and allows the researcher to accurately determine the relationships between concepts. The researcher identified ethical considerations pertaining to the participants as well as the researcher under the investigation. The researcher must get consent, voluntary participation, ethical data collection, the protection of sensitive information. Responses to stay anonymous. The researcher will act ethically by being ethnicity sensitivity.

Ethics concerning participants

The researcher ensured informed consent, voluntary participation, ethical data collection, the protection of sensitive information, and secured confidentiality (Resnik, 2018).

Ethics concerning the researcher

The researcher acted ethically by avoiding bias, never falsifying or misusing information, evading the use of inappropriate methods and never distorting results (Resnik, 2018).

Ensuring ethical research

The above ethical considerations were upheld throughout the research by drawing up a personal ethics code prior to the research being conducted to serve as a personal ethical guide for the researcher. Furthermore, the researcher conducted the research according to IIE Ethical Guidelines and Clearance and all participants were formally informed of the purpose of the research, the procedures that were to be followed and the rights of volunteers concerning participation. Moreover, prior to any research being conducted, volunteers had to sign a consent form to participate and confidentiality was maintained by ensuring that data could not be linked to individual names. Finally, the researcher formed an ethical partnership with the research navigator whom would

warn and advise the researcher concerning ethical grey areas and whom guided the researcher in ensuring ethics were upheld throughout the entire research process (IIE, 2016).

Limitations

According to Enslin (2016), limitations are defined as constraints that are out of the researchers control whereas delimitations transpire based on the decision's researchers make. Limitations related to the research involved time, resources and sample technique (Pascoe, 2014) and a delimitation identified involved the sample size (Larson, 2010).

According to St. Cloud State University (2019) Limitations are influences that the researcher cannot control. They are the shortcomings, conditions or influences that cannot be controlled by the researcher that place restrictions on your methodology and conclusions. The researcher can face limitation involving time, resources eg. Power cuts which may cut the survey rollout. Appointment setups with rescheduling interviews. and sample technique and delimitation identified describe the boundaries that are set for the study which includes the sample size.

Time:

The time frame for the research limited the amount of evidence the researcher was able to collect. Furthermore, the researcher might not able to go into as much depth as was desired resulting in findings that will be less robust than what is intended (Larson, 2010).

Sample size

Transferability and qualitative data saturation might be impacted due to limited access to a larger pool of willing and desirable participants. The pandemic the world is facing might not allow the researcher to do face to face interviews. The original desire of the researcher is to have at least 2 interviews with some participants such as designers being able to access and experience both sides as from consumer base as well as designer base experience. This approach might enable data for directly contrasted

experiences. At the same time, however, this methodology might lead to familiarity with the data-capture process and reduced trustworthiness.

Resources

Now there has been load shedding, so with electricity loss people can lose networks and connected disabling them from participating.

Conclusion

The reviewed study literature suggests that South Africa's luxury goods market is growing, and despite of all the challenges and obstacles amongst other forces around African fashion, increasing numbers of designers and artists are making strides in the global world of luxury, paving the way for the many more to come. The perception of luxury value may be dependent on the cultural context and can be influenced by several variables. In conclusion opportunities and African economic growth are visible and can for grow opportunities in Luxury Fashion in South and boost the economy. The study fitted to these writer's finding seeing that the ha been an increase to consumers purchasing luxury clothing and finding it fitting start celebrating African craft. With the understanding of what African Luxury is and what it means to certain individuals, African Luxury can be beneficial to the African economy growth, giving it be a platform for purchasing purposes or job opportunities it is well perceived and can create a good GDP especially because it has opened doors globally and locally allowing interactive participation and this investigation will be able to enhance the understanding of a populous' beliefs around the value of African fashion. The perception around African vs Western branding in the Luxury Fashion Industry has been believed to be strongly influenced by buying patterns and societal influences and the need to fit in whether by societal class or cultural standards. Luxury Fashion is produced more made-to-order pieces rather than ready-to-wear, so that every piece made is going to a consumer who values it. African contributes a billion to the economy it's clear that it can contribute to employment in many versatile ways. The research also determines that working middle class to higher class people, with a very flexible age group due to the diversity in product ranges are more to be purchasing luxury fashion for it now fits ith their social standards and resonates with the brand they are building for themselves.

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Annexure A: Concept Document Template

PROVISIONAL TITLE: A study of Percetion around African Luxury Fashion.

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
Why do you want to do the study? Uncover insights around the appeal of African Fashion in the Global Market. What do you want to achieve?	What is the main question you want to answer? 1.What is the perception around African luxury fashion vs Weteran Luxury fashion.	Why is this study important? Why do you believe this research is worth conducting? 1.this research can educate African people, designers about the appeal and value of frican fashion in the global market,. 2.Boast Economic Growth for Africa and African Luxury designers.	Who are the seminal authors on the topic? Only Authors 1.Aaker, D.A., (1991) Brand Equity Theory. Managing Brand Equity; Capitalising on the Value of a Brand Name 2. Keller, K. L., 2001. Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands	Theme 1: African fashion global style; histories, innovations, and ideas you can wear (Victoria L. Rovine). Theme 2: A van Perceptions of branding in the clothing industry a survey among black adolescents (Van Eck, Grobler & Herbst). Theme 3: Satire and sarcasm have limited impact on consumers and can be deemed offensive if used incorrectly (Hoang, 2013). Theme 4: Humour has a positive impact on the consumer's attitude towards the	Paradigm <i>Interpretivism</i> Epistemology <i>What do you want to do/achieve with the knowledge you will generate?</i> Ontology <i>Do you think reality is 'real' and governed by laws? Is reality a social construction? Or is reality a combination of the above?</i> <i>Influence could change perception and therefore reality is a social contruction.</i>	Qualitative Research method	What tools/ instruments or methods will you use to collect your data? Online survey; google form online data will automatically be recorded Open-ended questions Will use open coding. Interview Will transcribe Use Line by Line Coding	What type of ethical challenges could you possibly face in conducting the research? How will you address these? Respondance anonymous Confidential nformed consent made aware of dealing with sensitive information Mst Avoid harming and deception With regards to the researcher. -Avoiding false information and distortion of results	What do you expect to find? 1.Deeper Insights about why African Luxury is not as successful as it should be at the moment.	What are some of the main sources you will use in your study? Libguides IIElibrary Academia Online Academic Journals Previous Research Studies and Dissertations Google sholar
						Population				
						Population Parameters <i>Who/What is your population? What are the characteristics of your population?</i>				

				commercial and the brand (Khan and Mustafa, 2013).		available telephonically		-Protection of personal information -Responsible collection, analysis and use of data Data will not be used for anything else but the study And won't be sold for anything. Ethnicity sensitivity		
				Theme 5: Humour is effective when it relates directly to the brand and its' products; however, it is ineffective when it is unrelated, and damaging when it ridicules consumers (Koneska, Teofilovska, and Dimitrieska, 2017). Theme 6:	Axiology <i>What do you value in terms of research? What should research be or do?</i> Looking to uncover knowledge about the sector in the market and belief systems and enlighten society as a whole.					
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories	Consumers tend to respond positively to Nando's use of political and racial satire as it is effective in alleviating certain tensions that exist in South Africa (du Plessis, 2016).		Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
<i>What is the problem that you want to solve?</i> African Fashion is not as appealing as Western fashion in the Global Market.	<i>What are the smaller objectives you need to achieve to solve the problem?</i> 1. What is the perception around African vs Western branding in Luxury fashion industry? 2. Why do we think society	<i>What are the key concepts that you need to conceptualise?</i> 1. African luxury Fashion 2. Western luxury Fashion 3. Exposure 4. perception 5. branding of Fashion 6. Fashion	<i>What theory or theories will inform your study?</i> Keller's Customer Based Brand Equity Model Aaker's Brand Equity Theory	Theme 7: The use of political satire in Nando's television commercials increases the likelihood of intense emotional reactions and connections between the		Probability or non-probability Online Survey will do non Probability sample Simple Random Sampling Interviews Will be non probability and will be Convenient sampling Sampling method	Unit of Analysis <i>What will you analyse?</i> Data Analysis Method(s) Both data will be analysed by ways of Open Coding; scanning the text looking for keywords.	<i>What are some of the limitations that could influence the validity/ reliability or trustworthiness of your study?</i> Not enough time for achieve respondents Internet connection Interview: to secure appointment	What kind of a contribution do you think your study will make to the body of knowledge? 1. Knowledge that can help African economy expand 2. Understanding Consumer behaviour	

	<i>should be educated about African fashion?</i> <i>3.Has African Luxury seen exposure compared to Western?</i> <i>4.Can African Luxury be beneficial to the African economy growth?</i> <i>5.Do we think that African Luxury can be given the same platforms to Western Luxury?</i>			consumer and the brand (Botha, 2013)		Size Online Survey 100 respondents and keep it online at 12 weeks Interviews Send via email		<i>with interviewees</i> <i>Respodants in the interview may not be open to discussing information fully.</i>		
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Annexure B: GOOGLE Survey Questions

Dear participant,

I am currently a Vega School, Cape Town, student. I am conducting research under the supervision of Donna Bernhardt. The purpose of this study is to explore and gather insights to a broader understanding of the perception of African Luxury fashion specifically in South Africa, the dynamics of culture of fashion and the financial impact it has on the South African economy. Looking on whether African Luxury Fashion could boast the economic growth for South looking at if South Africa is generally acknowledged as a country being able to produce high-end goods such as luxury fashion clothing

This research will contribute towards the completion of a Honours programme at Vega School, and as such is subject to its ethics requirements. Responses are confidential and anonymity will be maintained. By participating you agree to these terms. All questions are require answering and please answer as comprehensibly as possible. This will take on average

Your participation is entirely voluntary, you are free to decline to take part in this survey. Your participation is entirely voluntary, you are free to decline to take part in this survey.

1. **1.** Select your gender identification M/F/i'd rather not say?
2. **2.** Select your age bracket? 18-15/26-35/35above
3. **3.** Where in South Africa do you reside - region?
4. **4.** same as above?
5. **5.** What comes to mind when you think of the term 'luxury fashion'?
6. **6.** What influences your sense of fashion or the way you dress?
7. **7.** Do you prefer African Luxury Fashion or Western Luxury Fashion? Why?
8. **8.** When purchasing a luxury item, what do you look for?
9. **9.** Have you ever purchased from any South African Luxury Fashion clothing?
10. extra question: What was the reason for the purchase?
11. **10.** Which of the following South African brands do you/would you resonate with? (list option)
12. **11.** Why does the chosen brand resonate more with you and why?
13. **12.** Do you think African fashion can be used as a vehicle for employment in South Africa?

Annexure B: GOOGLE Survey Answers

<https://docs.google.com/forms/d/138KtJ6nKRtlxval8fIAR5uQHBLwmCN45bDyGUSQNgYc/edit#responses>

Select your gender identification 64 responses

Female 49
Male 14
rather not say 1

Female 49

Male 14

rather not say 1

Are you between the age of 64 responses

18 - 25 26
26 - 32 32
32 - 35 4
35 - Above 1

18 - 25 24

26 - 32 35

32 - 35 4

35 - Above 1

Do you stay in South Africa? 64 responses

Yes 64

No 0

Yes 64

No 0

Where in South Africa do you reside - region? 64 responses

Western Cape 55
Eastern Cape 2
Gauteng 4
Nothorn Cape 0
North West 0
Free State 0
Mpumalanga 0

Western Cape 55

Eastern Cape 2

Gauteng 4

Nothorn Cape 0

North West 0

Free State 0

Mpumalanga 0

KZN 1

Limpopo 1

Between KZN and EC 1

What influences your sense of fashion or the way you dress?64 responses

Comfort Level

Trends and personal taste

My mood and how I want to be perceived

I like looking representable & neat at all times. Comfortability really plays a role in how I look. I'm not one to follow trends, but I like being comfortable in what I'm wearing heels, dresses, pants, etc.

Trends

My mood

Fashion trends

Street Culture and my Xhosa heritage

More than anything I draw my inspiration from my culture, my surroundings and whatever mood I'm feeling at the given time.

Pinterest

My body type as well as what i find appealing

Comfortability aswell as good quality clothing

My personality. I like dressing to represent myself. I also find inspiration from people who have similar personalities of style sense.

Seasons

Current trends and my personal preference

Modern Trends and personal expression

Africanness with a touch of modern lady feel.

Current trends and elegance

Past retail experience

Comfort

I love classic European style with modern influence

Comfort and simplicity

How I feel and sometimes I draw inspiration from instagram fashion bloggers

Affordability, Seasons and my current state of mind.

My mood and goals of who I want to be

My mom

My mood and what is currently trending

My body

Media, trends and comfort

Personal Style, Price and Quality

It's the weather or my mood.

Comfort, Simplicity, Functionality, Timelessness, Colors

My personal style

Firstly I ask myself if it aligns with who I am, which is personality. What kind of event am I attending etc.

Street wear, but also what's trendy.

Music

My affordability.

my shape, my heritage and my aspirations

Comfort & style

I'm a stylist so I find my own inspiration in putting together my own looks by playing with my closet.

What my peers are wearing and what makes me comfortable

Social Media influence and my travels

Comfort with soft colour- preferably black but with bold patterns or design. Casual yet sophisticated and can be worn with different outfits.

Comfortability is most important for me.. If it looks and feels comfortable. I am influenced

My mood

I love African fashion

My body, height and shape

Every day people stories, the kind of music I listen to.

My mood and pretty much my personality

Arts and culture

How i feel (whether to dress up or down) and inspiration from social media's

Life - my background,culture and a bit global trends.

Hip Hop culture

Streets

African clothing

Comfort

What comes to mind when you think of the term 'luxury fashion'?64 responses

Expensive

High Cost

Costly

European fashion, expensive

David Tlale, Gert, money

Expensive

Overpriced

Quality

Expensive fashion brand like LV, Gucci etc.

Quality, Craftmanship

Quality and longevity

Simplicity

Expensive and rich

Gucci

Expensive. High-end brands

Elite and expensive

Expensive, overpriced

High end exclusive fashion items

Good Quality

A stylish and elegant look that draws attention.

Expensive taste and high class people

Linen and Baby Cashmere

Something expensive

Quality, elegance, expensive

Investment pieces

Elegance, classic and expensive

High end brands

Designer products

Expensive w

Expensive, good quality clothing that has been ethically produced

Expensive, Well-Known, Distinct

Birth right of African humanity

Top quality clothing

High end brands or versions of it

Expensive and exclusive

Expensive clothing.

high end lables

I thank you quality brands with a god marketing strategy to reach alot of high fashion individuals

Luxury fabrics.

Limited stock- 5 or less items of the style. Expensive but good quality.

Karl Lagerfeld

Expensive fashion

Expensive and designer wear

Class

Money

Money, high end , trends

Expensive and formal

Premuim quality & exclusivity

Versace

Money

Runway fashion

Do you prefer African Luxury Fashion or Western Luxury Fashion? Why?64 responses

African

African. Because it's more innovative and creative in terms of design. Western fashion isn't as interesting

Neither

A mix

Western, it's what I've been exposed to the most.

African luxury

African Luxury Fashion

Both

Western because I have not experienced African luxury fashion yet

African Luxury

African Luxury Fashion because it is made for us by us. African fashion is who we are and defines us and accommodates in every aspect.

Not sure of this question when you say African do we mean the stereo typical prints or local designers?

Both, Western Luxury fashion relates to status aswell as top quality International fabrics. African luxury fashion contributes to my cultural dignity aswell as supporting our own.

Western, it caters to a wider and broader audience. I like African too but sometimes people's cultures are used very loosely in the designs and that bothers me.

I would love to see more African Luxury Fashion dominate globally, so that's why I prefer it.

A bit of both

Both

Any as long as I get value for money

African Luxury Fashion

African!

Western. Simplicity is the keynote of all true elegance

Western as it resonates more with my personal style

Niether

Western luxury fashion

Both — depends on how much it's trending

I prefer Western. It's something I grew up knowing so I value it more and trust it's quality more.

Western, because you can pull the outfit both casual or formal. It's made for any event basically.

Western Luxury

African because it speaks to me more as an African

Both, African luxury fashion offers a wide range of prints and broader color spectrum whilst aligned to one's roots and supporting local. Western fashion tends to be more trendy and desirable in terms of quality and style.

African Luxury, because it's our birth right and us as black humans we are already luxury.

Western Luxury Fashion, it's timeless and very simple

Doesn't matter. I prefer the style I like wherever it's coming from

Both, mainly because I get the best of both and because they're enjoyable.

African, because I can identify with it

None. I don't like spending a lot of money on clothes.

both --- but not enough african available or accessible

I'm not much of a luxury brand person

Abit of both. Theres various element's from eachvother that provide a unique experience.

African because I can identify with it and I feel it caters to me more from a size perspective

African

Both, it allows you to be creative with your style and a variety to choose from.

African. The African prints are a perfect example of how African luxury is great. Prints can be used for different looks or ocassions

I'm accustomed to western

African fashion

All the above

African Luxury Fashion because it's easier to relate and resonate with the stories behind the inspirations.

African. Brings about a sense of identity.

Western- i dress up when i to work So is the formal western luxury fashion

I prefer both

African Luxury as it provides a platform to show our talent within the fashion space from an African perspective

Have you ever purchased from any South African Luxury Fashion clothing? What was the reason for the purchase?64 responses

No

No I have not

Nope

I think we need to define what luxury means for each of us, as we might not all have the same meaning. & no, I've never purchased anything from luxury stores.

No.

No I haven't

None

Strictly because they are local

Yes because I was influenced by what I saw on social media.

i have, it was mainly because it was good quality and the design was nice but also the price was affordable and not exorbitantly priced which you tend to find with locally produced.

Yes, I need to wear a traditional piece for a ceremony back at home.

Yes, the item was trendy and beautiful. I feel like African fashion doesn't go out of fashion.

Yes, it was a gift for someone

Not yet

Yes I have, to support local and because I loved the print

Yes, I liked it and it looked great

Yes, the item was an refreshed approach to the African fashion narrative.

Yes. I loved the items and I wanted to support a local luxury brand.

Yes. It was due to the designer appealing to me in a artistic way. The values and she holds and the way she branded her product. And also her presentation.

Yes, my traditional wedding

No, I'm too broke

Yes, as a gift for a dear friend who loves the fashion designer

Yes I did and the reason why I bought it, it's because I fall in love with the brand which is imprint_za and every time when I'm wearing it I always leave a mark.

I like the item

None

Yes. It was quality with a relatable history and also contributes to South African economy

No.

yes Fred Eboka- classic lines and unique items

I was supporting local and having items that fit into my themese.

No, they are too expensive

Yes - staying true to my roots but being stylish about it. It's what S.A offer.

Not that I can remember

No

Yes. I was rewarding myself for achieving a short term goal.

Yes I have. Supporting local business

No I haven't as I cannot afford their selling prices yet.

Yes, supporting local

Yes, the quality of the clothing

When purchasing a luxury item, what do you look for?64 responses

Depends on wha...Fabric quality, pri...I always look for...I look for uniquen...PriceQualityQuality and timel...Quality
items all t...Quality, style and...Style, Functionali...The material and fit...024681 (1.6%)1 (1.6%)1 (1.6%)1 (1.6%)1
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Value Count

Depends on what I'm looking for, in tha... 1

Design / patterns 1

Does it look like wealth? And does it l... 1

Exclusiveness and quality 1

Fabric quality, price, reviews 1

Good quality and great style 1

Haven't yet. 1

How it would look when I enter a room 1

I always look for a art and the message... 1

I don't purchase luxury items cause I f... 1

I look for great workmanship :- how dif... 1

I look for quality and a good fit. 1

I look for uniqueness, something I hard... 1

I'll answer this once I start buying fr... 2

Longevity 2

Nothing. 1

Price 1

Prints 1

Proper nice clothes 1

Quality 7

Quality 5

Quality and comfortability 1

Quality and price 1

Quality and should make a statement (l... 1

Quality and timeless pieces. 1
 Quality and timelessness 1
 Quality first. 1
 Quality in terms of the material and pr... 1
 Quality items all the time 1
 Quality material 4
 Quality over everything 2
 Quality, design, class and warranty (li... 1
 Quality, style and design 1
 Quality. I don't go for something becau... 1
 Something I like 1
 Style 2
 Style, Functionality and Quality 1
 Style, fit and whether it's a classic i... 2
 Superior design and stylish details 2
 Texture 1
 The material and fit 1
 Timeless fashion infused with quality 1
 Unique and quality 1
 Who made it, the price and sustainabili... 1
 value and classicism, timelessness 1
 Which of the following South African Luxury brands do you/would you resonates with? if other please mention.64
 responses
 Orapeleng modutleTsotetsi KLDavid TlaleImprint ZARich MnisiMaXhosa by LadumaNN VintageThula
 Sindi1/340.6%
 23.4%

Orapeleng modutle 3
 Tsotetsi KL 1
 David Tlale 2
 Imprint ZA 4
 Rich Mnisi 15
 MaXhosa by Laduma 26
 NN Vintage 0
 Thula Sindi 2
 Lukhanyo Mdinga 2

Gert johan coetzee 0

Palesa Mokubung 0

None 2

Jessica molebatsi 1

KhosiNkosi 1

Zuri & Imani1

Pichulik 1

You forgot the most important one. Thebe Magugu 1

Eboka1

Khosi Nkosi 1

Why does the chosen brand resonates more with you and why?63 responses

Style

They have lovely designs and the material they use is beautiful

It's fashion forward and modern

It's a mixture of everything. I love how I could wear most of the items at the office as well as out. I love the consistency in the design

It doesn't

I have seen his design a lot recently on social media and it's beautiful and also caters for plus size

It's rooted in my Xhosa heritage

It's modern, classy and yet simple. It also defines who my character.

Its young and trendy

I love classy , comfortable top tier clothing. My personality is very outgoing and too much of a perfectionist. And Orapelengs pieces speak to me more than the other brands

I am a Xhosa speaking girl and I love the patterns and sophisticated designs of the brand.

The story behind it and how much the brand has grown

They are timeless

It's owned by a black male and represents African culture

MaXhosa because I'm Xhosa I love that my culture and heritage is being celebrated through the clothing. Besides that I love the stile

Besides the fact that I'm Xhosa, the patterns of his designs give me the proudly African feel, with a little modern twist, now that's my taste!

Local quality of style

The use of nude, neutral and plain colors. Being able to dress up or down.

I like her style

Refreshed approach to African design

Culture

I am Xhosa and I appreciate how it depicts my culture

Trending right now

It's a luxury brand that represents my culture and heritage in a very beautiful way

They are Authentically local but speak to a western aesthetic. Best of both worlds.

Cause it's very affordable for both middle -top income class

We went to the same school and from same hood

Quality and Design

It is African contemporary, it's is classy and edge and also day to day wearable fashion

Mostly street wear driven, amazing sense of Afrofuturism

Everything about it, it's Luxury and afrotastic and everything when you wear it, you will feel leaving a Mark wherever you are going.

His clothing is aesthetically pleasing.

The Xhosa culture and how it makes us unique.

It's more of my style

Beautiful quality garments. A lot of creativity and artistry behind the garmets

It's not about the fashion, but the designer himself. He's well known and most people/celebrities vouch for him.

classic lines

History & purpose

The styles and collections give me life and it speaks to me when I see new styles online or online the runway

I love it

The designs appeal more to me.

Because of the print, it's colourful and vibrant.

Its rich in African culture and has good quality designs

I resonate with most but could only chose 1

It has its own print

It represents my sense of style

Its roots and the story behind the inspiration, I'm a very proud African and seeing our stories being told in our own way by our own is refreshing feeling I resonate with.

Specifically drawn to the pattern and colour scheme

It sets a statement ,very artsy ,great quality and timeless.

It makes a statement - and is unique

I am Xhosa and MaXhosa uses fabrics & colours that were worn by my great grandparents(traditional) with a modern touch.

The colours and creative styles it provides, luxury with an African touch

Because I have worked with the Brand for 3year

The brand is a mix of modern and afri-centric clothing

Cultural Aesthetic

Do you think African Luxury fashion can be used as a vehicle for employment in South Africa? How?63 responses

Yes

Yes. It's can be a way for local brands to employ local people to make their products

Yes

Yes, by having more brands and making this big would create more job opportunities

Definitely! We can't let our designs & prints be used at NYFW & the likes but not create fashion for our people down here. I think we need to see more fashion shows in SA not just the big brands but for new upcoming brands, this would open up the industry & give us new styles to see. We need more influencers to promote upcoming designers and/or stylists so they can also be put on the map & have variety & not just look at your MaXhosa, Tlale, etc for inspo.

Yes, job creation and other alternatives revenue incomes such as fashion shows

Yes, it will employ more people at the factories to work

Annexure D: Interview Questions

Dear participant,

I am currently a Vega School, Cape Town, student. I am conducting research under the supervision of Donna Bernhardt. The purpose of this study is to explore and gather insights to a broader understanding of the perception of African Luxury fashion specifically in South Africa, the dynamics of culture of fashion and the financial impact it has on the South African economy. Looking on whether African Luxury Fashion could boast the economic growth for South looking at if South Africa is generally acknowledged as a country being able to produce high-end goods such as luxury fashion clothing

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Your participation is entirely voluntary, you are free to decline to take part in this survey.

- 1.** Are you a South African designer?
- 2.** What is the name of your brand and what category does it fall under?
- 3.** As an African Fashion Designer What does your work speak to or stand for?
- 4.** What type of consumer do you target?
- 5.** Do you think designers have substantial growth opportunities within the evolving time in South Africans?
- 6.** Can African Luxury fashion be used as a vehicle for employment in South Africa?
- 7.** Do you think African luxury fashion can boost the economic growth in South Africa?
- 8.** Do you think South Africa has become a more involved player, from both a local and international perspective, in the value chain that produces luxury end fashion products? Why?

Annexure E: Interview Answers

[REDACTED]
to me

Hi Anathi

Please find the questions with responses:

1. Are you a South African designer?

- Yes

2. What is the name of your brand and what category does it fall under?

- Imprint South Africa / Imprint ZA

3. As an African Fashion Designer What does your work speak to or stand for?

- I always define Imprint as mostly being a story telling tool. It tells a shared story of our African ancestors , their glamour and strength through use of commercial and original prints , with classic silhouettes. It tells the story from a perspective of who I am, where I believe I'm from and where I see my self going. It speaks to a large local and international audience. And more than anything it stands for owning your identity and learning to find pride in telling your own story.

4. What type of consumer do you target?

- An imprint consumer is one that is not afraid to experiment, not afraid to be seen and remembered. Our client as defined is a working middle class to higher class person, with a very flexible age group due to the diversity in our product range.

5. Do you think designers have substantial growth opportunities within the evolving time in South Africans?

- Yes totally. There's a lot of opportunities to grow in the fashion industry. Given the fact that African designers are starting to realize that there is so much that the rest of the world looks at Africa for. We are creating the trends,

putting them on the runway and for the first time are selling them to rest of the world. And not the other way around.

6. Can African Luxury fashion be used as a vehicle for employment in South Africa?

- Yes. African Luxury for me speaks more to authenticity and having unique African voices and the world is buying into that. With #BuyLocal consumers are putting value in made local. And that means job creation.

7. Do you think African luxury fashion can boost the economic growth in South Africa?

- Yes

8. Do you think South Africa has become a more involved player, from both a local and international perspective, in the value chain that produces luxury end fashion products? Why?

- Yes.

Kindly state consent on the below by leaving your initials for proof of consent.

M. Mbane

Kind Regards

Imprint Team

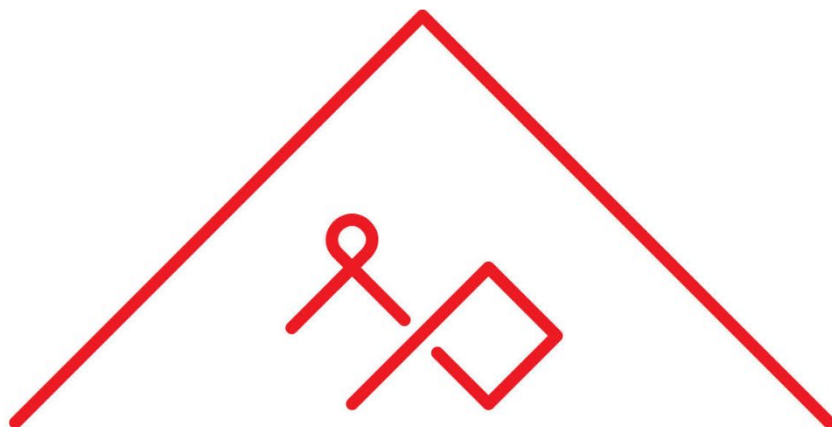
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facebook : @imprint_za

www.imprintza.co.za



IMPRINT

LEAVE A MARK



Annexure F: Checklist



HONOURS RESE, RESM and RMET ETHICS CHECKLIST

Dear student

Please complete this checklist and include this in your proposals as an appendix:

Student name: **Anathi Mjongile**

Title of the research: **A study about factors around alcoholic brand preference in South Africa**

	Yes	No	Comment:supervisor/ navigator/lecturer
I am not using human subjects: i.e. I use visual artefacts or visual observation			
I intend to use human subjects - I understand that I will not conduct research with human subjects under the age of 18 and other vulnerable groups. - I understand I can only proceed once I receive an ethical clearance letter.			
Interviews/ Focus groups An example of the <i>written consent form</i> I intend to use is attached.	x		
I will record the interview/focus groups and the sample of the letter where I ask for permission to do so is attached.	x		
I plan to use an interview schedule: The example of my research instrument is attached.		x	
I plan to use a questionnaire: The example of my research instrument is attached.		x	
I plan to use a gate-keepers letter: The example of my letter is attached.		x	
I plan to do research on an IIE site/with IIE students/staff/artefacts and I filled in the application for permission to do so. The application is attached. I understand I can only proceed once I receive IIE Approval for this.		x	

Signed: student.....A.mjongile

Annexure G: Proposal and Ethics Clearance



18 August 2020

Student name: Anathi Mjongile

[REDACTED]

Campus: CAPE TOWN

Re: Approval of BA Honours in Strategic Brand Communications- Proposal and Ethics Clearance

HONOURS/PGDIP ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.

6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor:



D. Bernhardt



Campus Postgraduate Coordinator (CPC): Carol Affleck