



TREADING BOLDLY

Hibacci Footwear Raise the Bar for Africa in International Fashion

Africa's e-fashion segment has flourished in recent years. A 2020 Statista report predicted that Africa's e-commerce fashion industry would reach 47bn USD by 2025 after exceeding 21bn USD in 2020. International Policy Digest sees fashion short on the heels of agriculture, Africa's largest income-generating sector.

of South Africa's high-profile sneaker brands, Hibacci. Dayimani, a respected sportsman currently competing in this year's Currie Cup, started to dabble in rugby boot design a few years ago. Dlamini observed Dayimani's knack for business and pitched his ideas to customise Dayimani's boots. After they met, they decided to go into business together and launch the sneaker outlet. The rest is history.

a collage of titles honouring the victims of domestic assault. The shoe was designed to initially appeal to Hibacci's male customers and initiate awareness against misconduct. Dlamini and Dayimani decided against marketing the sneaker for profit and used it as a platform to support the cause instead.

"Aside from using Hibacci as a platform to address societal issues, we are serious about implementing the

While African designers are often praised on European runways, African high-fashion in Africa is not where it could, or should be – attracting international buyers who are willing to pay international rates for bespoke African apparel.

After Johannesburg based Bheka Dlamini (26), and Cape Town resident, Hacjivah Dayimani (24), connected on Instagram, it wasn't long before the two aspiring entrepreneurs established one

A LOCAL SUCCESS

Since it was established in 2019, Hibacci has been doing the rounds in notable networks, circling among South African artists and entertainers, and backing activist initiatives, including speaking against violence against women and children. Following a series of domestic violence campaigns in 2020, including the #MeToo movement, Dlamini and Dayimani drafted a sneaker on which they embedded a series of neon printed names. The sneaker displays Hibacci's signature minimalist style, and once in neon lighting, its profile reveals





sustainable manufacturing of quality footwear for global stages,” says Dlamini. “It’s also about promoting ‘brand South Africa’ and letting the world know we can deliver on fashion lines that can rank high in international markets.”

Dlamini started customising sneakers while studying for a bachelor’s degree in Graphic Design, and catered

for local DJs and celebrities. Advertisers saw his potential, and Dlamini started his professional venture creating exciting national campaigns. His career took off unexpectedly, allowing him to advance his skills in the commercial arena. “I never imagined securing a sought-after position in brand development through customised footwear,” admits Dlamini. “If you truly believe in your talents and remain resilient, you will eventually get closer to your dream of success.”

“South Africa’s talent is rife, and it’s important to acknowledge and encourage the up-and-coming designers who stay true to African fashion when competing on international runways,” adds Dlamini.

Dayimani’s humble entrepreneurial beginnings were as a petrol assistant and paver, and he sold fruit and sweets at school to help his mother make ends meet. “Since I was young, I had a consistent drive to fend for myself and my family, be creative and remain passionate about the things I was good at, including my rugby career,” says Dayimani. The flanker said to run a sub-11 second 100 meters is known to pull hat tricks and devise strategic patterns on the field to support his fellow players. Last year, he signed a two-year contract with the Western Province Provincial Rugby.

Entering its third year, Hibacci plans to expand its online catalogue to clothing essentials and launch its first walk-in store in Johannesburg or Cape Town. In the interim, they are looking to stock footwear in select boutique fashion retailers in and outside South Africa.

Hibacci products are available exclusively at www.hibacci.com. 

Grow together



JUST BRING YOUR IDEAS & YOUR DINERS CLUB CARD

Exploring sideways is all about getting off the beaten track and experiencing the South African winelands like never before. Unforgettable moments with Diners Club. Apply today