

# EMPOWERING THE FUTURE

*The 2024 Give Her a Crown South African Showcase*

The 2024 *Give Her a Crown* South African Showcase was a momentous celebration of fashion, creativity, and empowerment, held at the Jaguar Land Rover Experience Centre. This year, the initiative - now a global platform for female empowerment - focused on **Shifting Perspectives**, a theme inspired by the powerful spoken word of artist Qui Garre. It was more than a showcase of fashion; it was an invitation to reconsider how we perceive the role of women in society and to challenge the stereotypes that still persist.

The 2024 *Give Her a Crown* event saw five visionary South African designers - Manthe Ribane, Gugu Peteni, Thando Ntuli, Keneilwe Mothoa, and Tsakani Mashaba - take centre stage with collections that fused culture, empowerment, and personal storytelling. Their works didn't simply adorn the runway; they told deeply personal stories, each one reflecting the trials, triumphs, and resilience that define the journey of every woman. And just like that, fashion became a tool for change, challenging the status quo.

## SHIFTING PERSPECTIVES: A THEME WOVEN INTO EVERY DESIGN

For these designers, the theme *Shifting Perspectives* resonated deeply. Michele Rhoda, co-curator from ARRCC, highlighted how every piece on display told a unique story - one of transformation and empowerment. "Each design reflected personal journeys, struggles, and triumphs," she noted. As the garments moved from sketches to the runway, they evolved into powerful statements of African creativity and female strength.

Chuks Collins, representing the African Fashion Council, praised the collection for its innovative approach to



both African heritage and global fashion. "These designers didn't just present collections; they made a statement about African fashion's rightful place on the world stage," he said. Their work proved that African design isn't just competing globally – it's leading the charge in redefining fashion as we know it.

#### JAGUAR'S COMMITMENT TO EMPOWERMENT

Jaguar's support for the *Give Her a Crown* initiative underscores the brand's commitment to empowering women and supporting innovation in all industries. Irene Kakooza, Jaguar and Range Rover's Brand Manager, reflected on the journey of these designers, many of whom have gone from local talent to global trailblazers. She remarked that their success embodied the very essence of Jaguar's philosophy: "When women are (em)powered, they drive



*Thando Ntuli*

change across industries.”

By aligning itself with such a transformative initiative, Jaguar is not only fostering female empowerment but also demonstrating how brands can champion change and inclusivity through collaboration. This partnership is an integral part of Jaguar’s pursuit of an all-electric future - a future that embraces diversity, sustainability, and the potential for transformative innovation.

#### **CULTIVATING THE NEXT GENERATION OF CREATIVES**

Beyond celebrating the current wave of female designers, the *Give Her a Crown* initiative continues to focus on nurturing future generations. Proceeds from the Crown Collection directly support the Crown Bursary Fund, which has already assisted 20 young creatives on their journeys to success. The fund aims to help shape the next generation of African designers, ensuring that women’s voices remain central in the ongoing evolution of fashion and beyond.

This focus on future talent is vital in creating a sustainable and inclusive creative ecosystem where young women are given the tools, resources, and opportunities to thrive. By nurturing the next wave of African creatives, Jaguar and the *Give Her a Crown* initiative are sowing the seeds for an even more inclusive and innovative future.

#### **A VISION FOR CHANGE: REDEFINING THE NARRATIVE**

The success of the 2024 *Give Her*



*Keneilwe Mthoba*



a *Crown Showcase* was a testament to the power of community, resilience, and collaboration. These designers didn't just showcase their fashion - they rewrote the narrative of what it means to be a woman in today's world. Through their collections, they challenged long-standing stereotypes and used fashion to foster a culture of empowerment.

This showcase wasn't simply about beautiful clothes; it was about a movement. As Jaguar continues to pursue its all-electric future and as the *Give Her a Crown* initiative grows, one thing is clear: when women are given the platform to create and innovate, the possibilities are limitless.

In the end, the 2024 South African Showcase reminded us that with support, determination, and collaboration, women's dreams can become transformative realities - both on the runway and beyond. The *Give Her a Crown* initiative is just the beginning of a much larger cultural shift that celebrates female creativity, strength, and leadership

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in all its forms. 🌐