



BACKGROUND

JJ Schoeman graduated from fashion school in 1985 and worked from home through the 90's, designing daywear and glamorous eveningwear.

Over the past thirty years, JJ has dressed hundreds of South African & International personalities for high profile Red Carpet events including: Edith Venter, Abigail Kubeka, Kanyi Mbau, ChianoSky, Michaella Russell, Bonang Matheba, Nicole Flint, Melinda Bam, Kelsey Eagan, Jackson Mthembu, Mrs. Julia Morley and even our current Miss World - Rolene Strauss.

He as a Director for the Gauteng Fashion Council, which strives to develop young designers in Gauteng.

His label has showcased in many shows worldwide – including South African Fashion Week, New York International Couture Fashion Week & Mauritius Fashion Week to name a few. Apart from his fashion interests, JJ has also designed & constructed garments for a memorable list of local theatrical productions including The Rocky Horror Show, Girl Talk, Rumba in the Jungle, Broadway Babes, New York State of Mind and “Vere”.

This well respected South African designer has been on the forefront in shaping the fashion industry in the past three decades, a veteran in conceptualizing local African Designs that have graced the streets of International cities and dressing some of the world's most beautiful woman
#FashionIconZA

COMPANY DETAIL

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