

BOSS MODELS

JOHANNESBURG



JOYCE CHIDEBE

Height: 180cm Bust: 90cm Waist: 70cm Hips: 98cm Shoe: 9 UK Hair: Black Eyes: Brown

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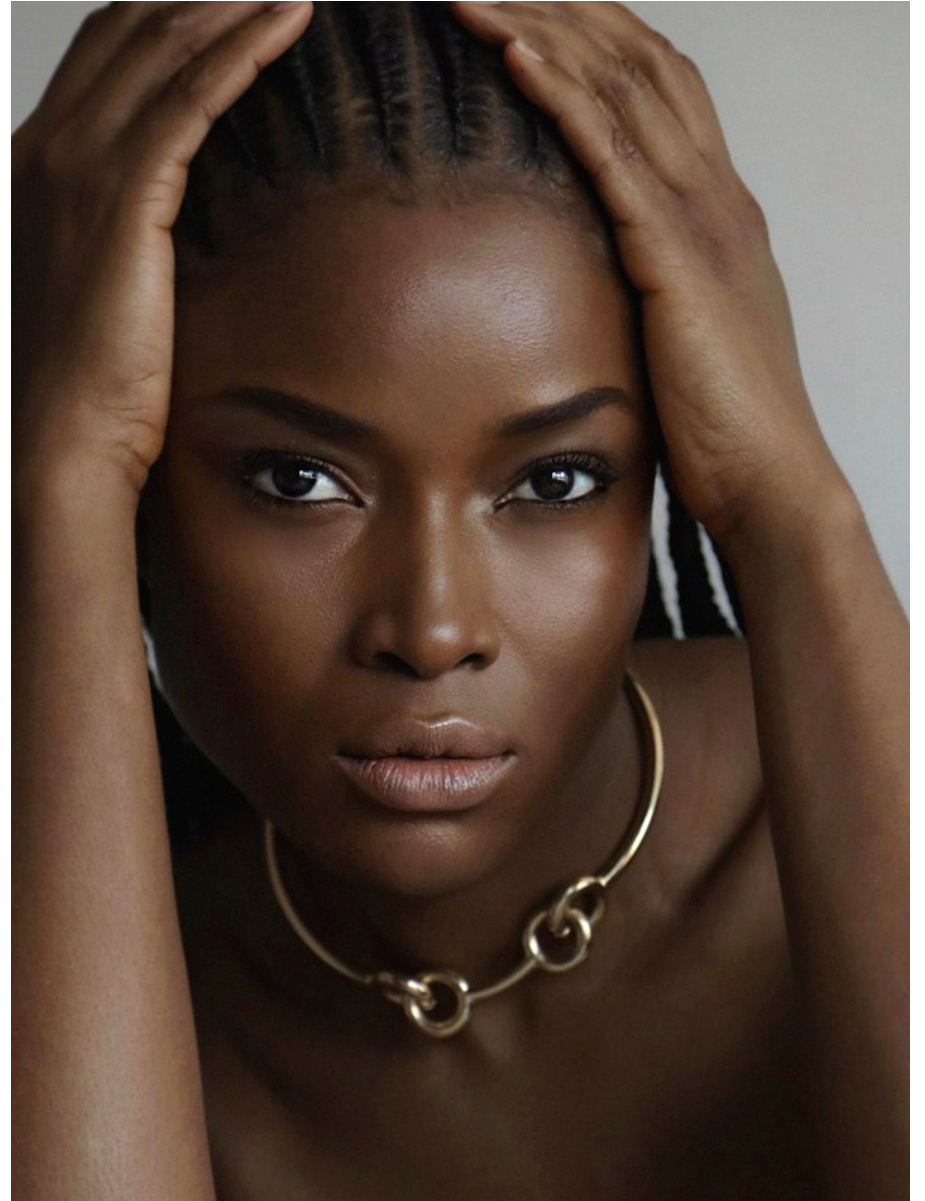


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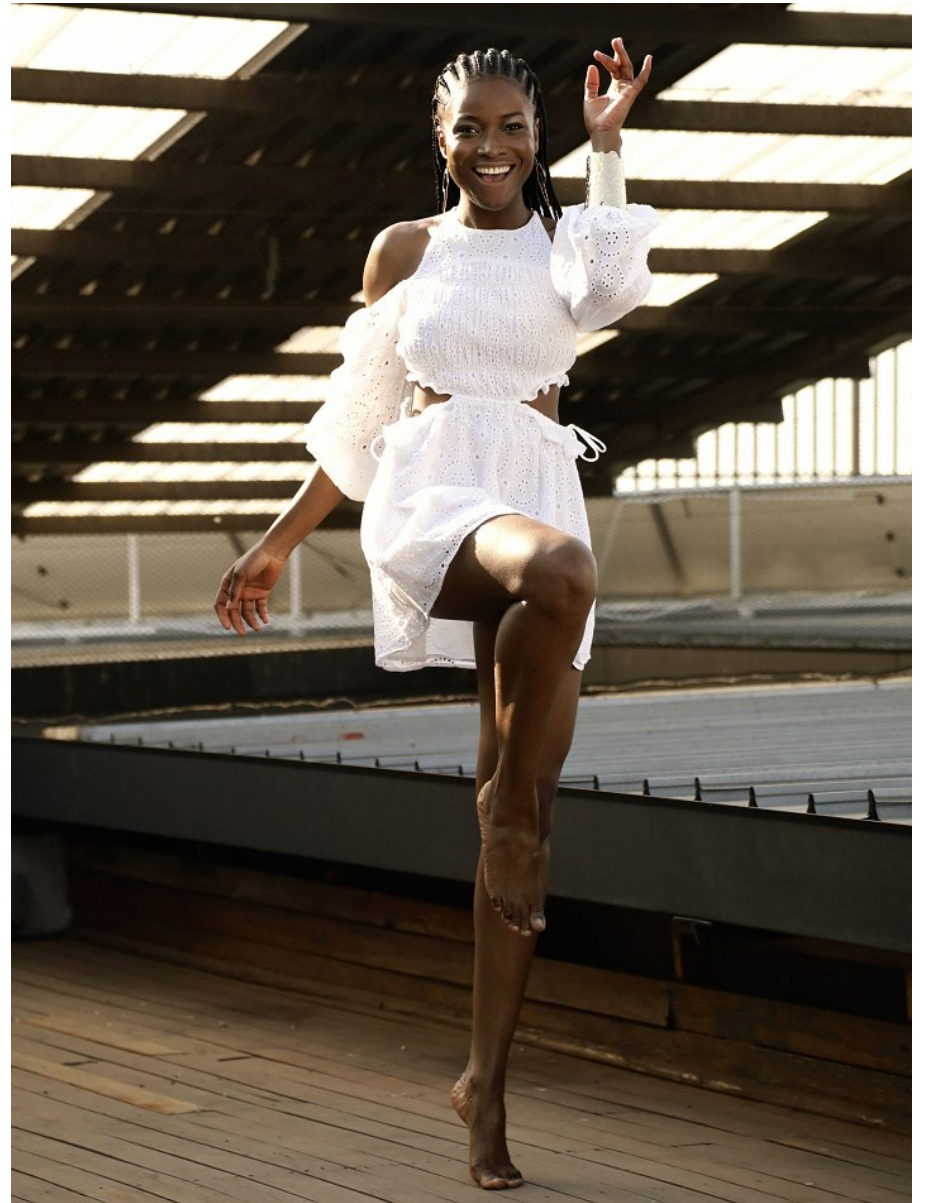


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PROJECT RUNWAY SA THE KENTSE COLLECTION

With a **stand-out collection** that won her the first season of **Project Runway SA**, Kentse Masilo is looking to the future. **Winning model** Joyce Chidebe fronts her collection in our pages this month

Take an up-close look at the winning collection of *Project Runway SA* worn by Joyce Chidebe. Kentse Masilo is a name to remember on our local fashion scene. Asked about the inspiration for her final collection, she confesses that it was 'the idea of disguising the African mask by creating shapes that are over form', while also using a hand embroidery technique that resembles data patterns. As an African designer, she believes that it's important to 'elevate newness and offer a different perspective of our demographics'. With an understanding of our history and an interest in futurism, Kentse makes a noteworthy effort to separate fashion from class pretension and social distinction through her designs.

As for winning model Joyce, she's a face you may recognise. She started pageant modelling in 2007 in Nigeria, moving into ramp in 2010. She says *Project Runway SA* was exhilarating. 'I'm an established model with Boss Models Johannesburg, but *Project Runway SA* has increased my social media following, and the publicity has been incredible.'

By KIRA GIMPEL

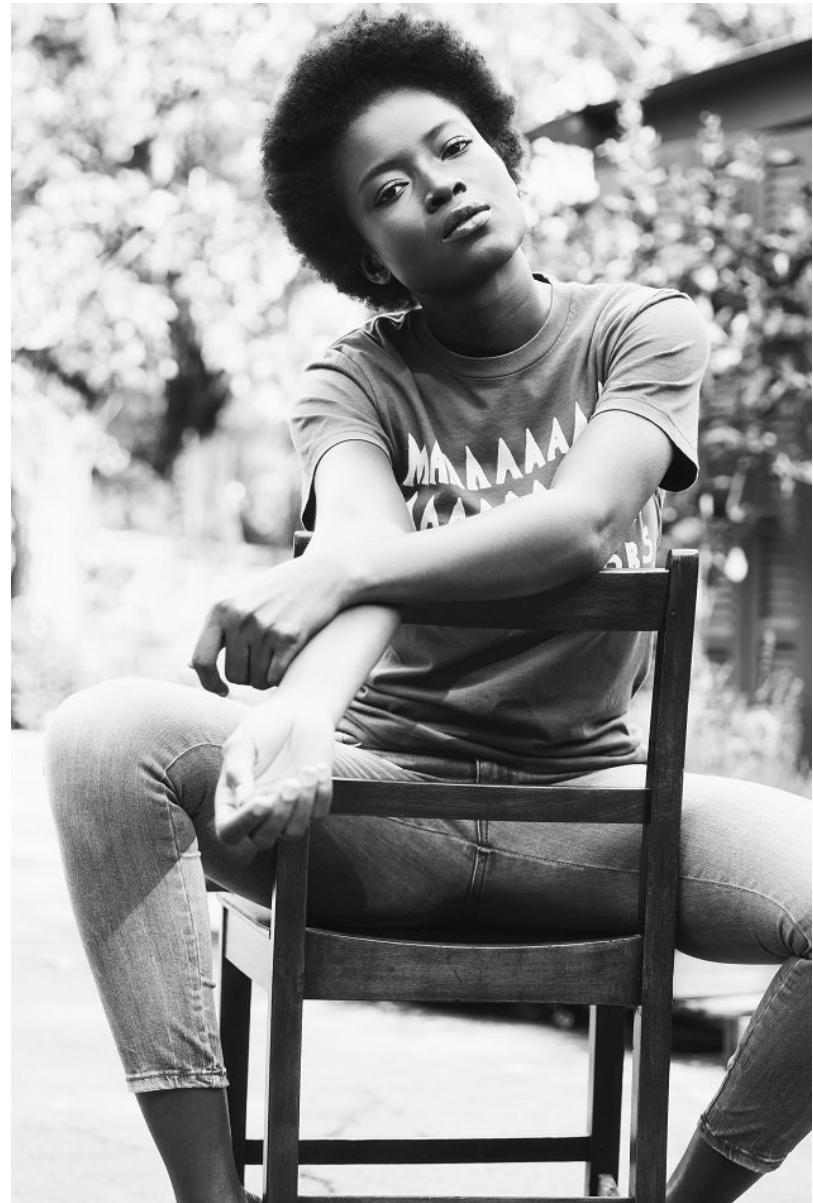
Photography TATENDA CHIDORA

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