

# GoRD by Tside Ramofolo

COMPANY PROFILE



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# About Us

## GoRD - Garment of Rare Distinction

Founded in 2013 by Tside Ramofolo, Garment of Rare Distinction's inspiration was kindled by family and friends who believed in her work and abilities.

Her passion for creativity has since blossomed into a career as a self-taught fashion designer.

Since then, GoRD has had both local and international recognition, through collaborations, exhibitions and countless media publicity.

Some media publicity received over the years where from the likes of Espresso (SABC 3), House and Leisure Magazine, News24, IOL, Cape Argus, just to mention a few.





# Products



Clothing



Accessories



Made from African print



Made of upcycled materials,  
celebrating African heritage and  
addressing global warming



# Work Summary

## 2008– 2018

- Supplied iconic, Cape Town based shop African Image with handmade products
- African Image is known for selling exquisite, one of a kind handmade products from across the African continent.
- Worked in store, engaged and received direct customer feedback for improvement
- Conducted Quality Assurance workshops for designers eg Mzansi Designs
- Catered to tourists from across the world

## 2009

- Joined Cape Craft and Design Institute – Cape Town (Creative Community Hub). The organization offers business support & opportunities to small business

## 2014

- In Amsterdam, displayed products at South African Arts Showcase

## 2014

- 1 of 60 designers chosen to display at the art exhibition at Cape Town Stadium. When Cape Town won title of World Design Capital.

## 2016

- 1 of 5 crafters/ designers chosen for the market readiness exercise through the Cape Craft & Design Institution (Cape Town)
- Ran CDI shop at V&A Waterfront (Cape Town)
- Catered to local and international market

## 2017

- Supplied gifting to Table Bay Hotel and Independent Media



# Collaborations

2009

with Cape Craft and Design Institution – Cape Town  
(Creative Community Hub,)

2012

with Ed Suter on his photoshoot for his "Sharp Sharp"  
photo collection and Mandela Shonhiwa on street  
fashion

2014

with Tracy Rushmere, known for her exquisite fabrics  
worldwide. Manufactured products for "Shine Shine"  
collection

2017

with Jelly Bean Journal (Cape Town Times Newspaper's  
children section) on some of their environmental week  
school campaigns

2018

with Pollsmor Prison's inmates, in design and producing  
costumes for talent show , Ur Slam Factor

2018

with Zeitz MOCAA, largest museum of contemporary  
African Art, with their creative hubs workshops for kids





# Outlets Supplied

Some outlets we supply, both locally and internationally include;

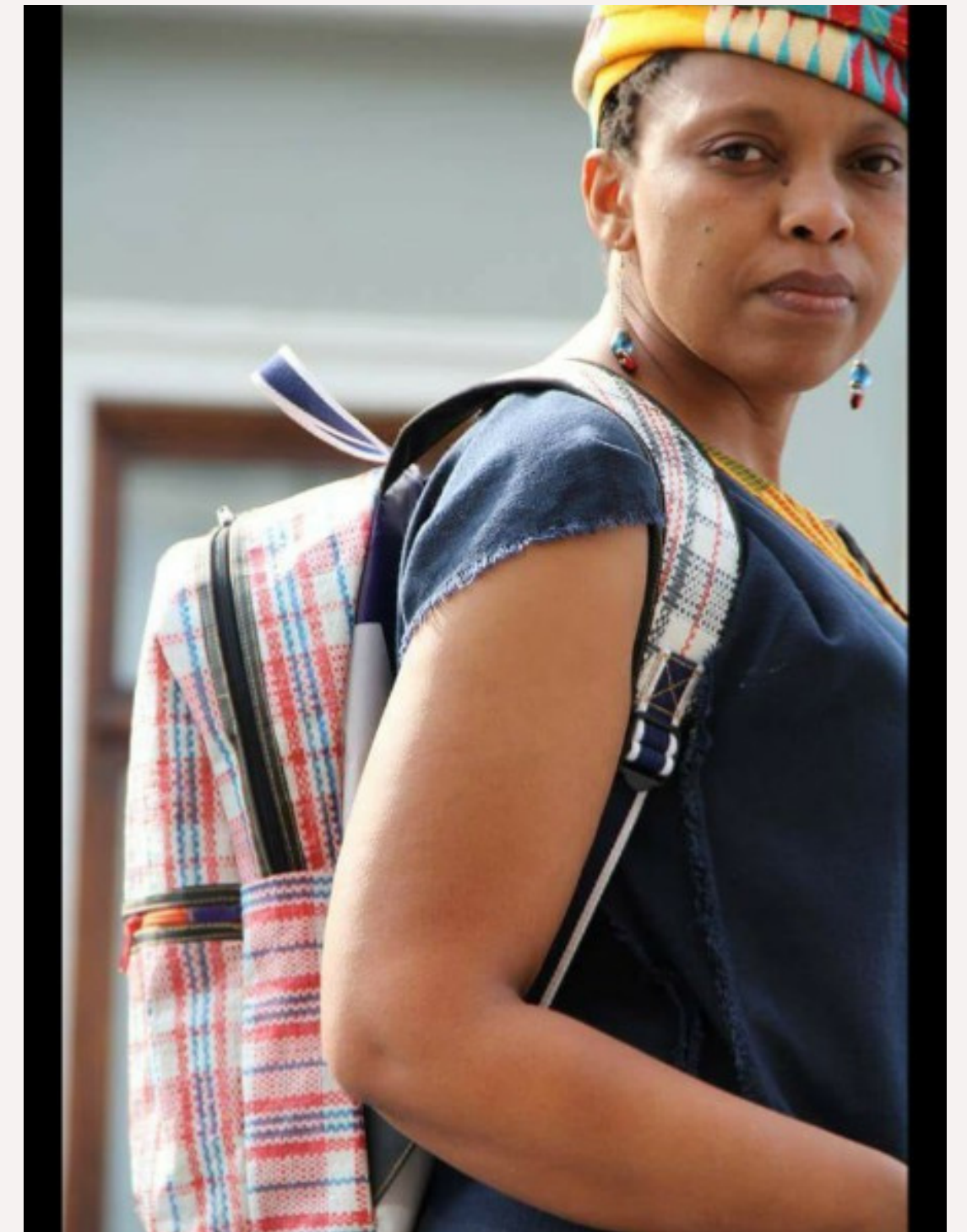
- 01 African Pride Designs (Germany)
- 02 CDI Shop (V&A Waterfront, Cape Town)
- 03 Blue Priesthood (Muizenberg, Cape Town)

Part of our growth plan entails placing more of our products in local outlets across the country, and internationally.





# More Sample Pictures





# Links, Features & Articles

<https://youtu.be/GMEhkwXSVw>

<https://images.app.goo.gl/gNrvvJEK4sLirmEA8>

<https://youtu.be/6fr3dVktgXo>

<https://www.atlanticsun.co.za/news/dress-for-yourself-and-be-comfortable>

<https://www.google.co.za/url?q=https://www.news24.com/news24/fashion-break-for-young-designers-20151028&sa=U&ved=2ahUKEwIatJDJzKX6AhXQgVwKHbMCDuU4ChAWegQIABAC&usg=AOvVaw3I9PHga8WiWPMgy4Flq3wl>





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