



Floyd. Ave





**MORAPEDI FLOYD**  
**MANOTOANA**



## BACKGROUND OF Entity

Floyd Avenue Clothing is a menswear fashion label created by Soweto-born and based designer Floyd Manotoana. Using cultural references to inspire impeccably tailored androgynous pieces, that rise above trends, the brand has become prominent on the menswear landscape. With attention to detail, Floyd's design aesthetic reflects the multi-layered world we currently live in. Conscious of sustainability in the design process, the winner of the SAFW 2015 Scouting Menswear Competition uses ethical and sustainable fabrics to produce their amazing pieces. He is one of five South African designers to ever show at Mercedes Benz Berlin Fashion Week, which was for Fall Winter 2020.



## NAME OF ENTITY

FLOYD AVENUE CLOTHING

## CONTACT DETAILS & PHYSICAL ADDRESS

+2776 882 4098 avenuefloyd@yahoo.com

## OWNERSHIP

100% Owned by Morapedi Manotoana

## VISION

Since inception in 2013 we have pushed boundaries of street wear clothing from a design prospective, carving out our space and winning the hearts of consumers that are interested in garments that are practical, that rise above trends, that are exquisitely designed, that are of high quality fabrication, skilled craftsmanship and gender fluidity.

## MISSION

Our mission is to inspire people to be game changers, contribute to a just and sustainable South Africa by creating dignified jobs for present and future generations. We have an unflinching drive to source our fabrics, trimmings and fasteners from local manufactures. We procure our raw goods from entities that have a social and environmental conscience to help build a better future for South Africa and all who live in it.



Floyd. Ave<sup>®</sup>

presented by







































































































*The Ghost in the Pop Machine Goes Global*





WE CUT ABOVE THE REST