

Abstract

A large number of garment makers are not as successful as they could be, as a result of negative perceptions. Despite that Johannesburg is in a post apartheid era many people are still marginalized and located in less affluent parts of the city.

These garment makers have been placed in buildings of less value, they end up generating less income than the high end brands and yet they are able to provide such a specialized service.

The building will be located in Rosebank, a suburb in which there will be an opportunity for the garment makers to be exposed to the relevant clientele and also where upcoming designers would want to be located. Architecture may be used to brand the spaces from which these garment makers operate, thereby creating positive perceptions about them and the value of their products. This thesis proposes to add another layer to the existing urban fabric of Rosebank. A layer which will facilitate the efficient production, and the appreciation of the value, of customized clothing in the local context.

The hope is that the perceptions, which people have about the value of the service provided by tailors, will be deconstructed. This should initiate a higher awareness of the value in customized, and not just branded, garments and thereby produce a higher income for the tailors, and designers, so that they may be able to self sustain in upmarket precincts.

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