

# Clothing brand Curve Gear opens new store in Tygervalley Centre

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A group of South African engineers has proven that their business acumen extends beyond the mining industry with the successful launch of their clothing brand, [Curve Gear](#). The company, originally founded to provide stylish merchandise for their mining company employees, has rapidly expanded to six retail outlets – the latest in Tygervalley Centre – to become a popular choice for South African men seeking durable, comfortable, and locally-made clothing.



The Tygervalley Centre Curve Gear store is the 6th brand store in South Africa.

"We're a bunch of engineers!" explains the company founder and CEO Jaco Buitendag. Curve Gear's origins are a testament to the founders' ingenuity. Wanting their employees to feel proud to represent their company, they began designing and producing branded merchandise.

The quality and popularity of the clothing soon led to the realisation that there was a market for a brand designed specifically for South African men.

"We started Curve Gear as a way to give back to our employees," he continues.

"But we quickly realised that we had something special. South African men want clothing that fits their bodies, suits their style, and can stand up to the demands of their lives."



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The company's commitment to quality and local manufacturing has been key to its success.

"We're proud to be a South African brand," says Diane Hardacre, who oversees manufacturing and sourcing.

"We source our materials locally and manufacture a significant portion of our clothing right here in South Africa. We're



proving that South Africa can compete on the global stage, both in terms of quality and price."

## Brand identity

Curve Gear's focus on comfort, durability, and practicality, combined with a distinctly South African aesthetic, has resonated with customers. But through its growth – from the first safety boot to a head-to-toe apparel brand – the company remains true to its founding thesis.



Jaco Buitendag

"If you look at the Curve Gear logo, it's the same contour as the [Curve slurry pump](#) profile," explains Buitendag. "So, we're still marketing the engineering side of the business."

The brand offers a wide range of clothing, from rugged workwear to stylish casual wear, as well as footwear and accessories.

Curve Gear will be opening its seventh store in Clearwater Mall. The company plans to continue its expansion across South Africa and is exploring opportunities to export its products internationally.



Curve Gear began with the safety boots, and then expanded into other shoe categories and clothing.

Lindsey is the editor for ICT, Construction&Engineering and Energy&Mining at Bizcommunity  
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