

African design showcased at Bloomingdale's *The Lion King* pop-up

By Lauren Hartzenberg

22 Jul 2019

African brands like MaXhosa by Laduma, Pichulik and AAKS are currently on show in the United States as part of *The Lion King* pop-up concept shop at iconic department store chain Bloomingdale's.



The Carousel at Bloomingdale's is a constantly rotating pop-up shop driven by guest curators, and its sixth installment, on show from 11 July until 2 September, is inspired by Disney's *The Lion King*. German-Ugandan actress Florence Kasumba, who plays the hyena Shenzi in the film, helped curate the latest installment, titled '[Style Kingdom](#)', which encompasses a collection of Africa-inspired and -sourced fashion and home goods.

"[It's] an absolute thrill because I've been able to combine my love of fashion and film whilst connecting back to my African heritage," said Kasumba in a statement. "I love how *The Lion King* can be interpreted through this new lens and connect with audiences in a unique and fresh way. I felt such a personal connection to the pieces I curated and I can't wait for people to see the collections, and the movie."



Florence Kasumba rocks David Tlale outfit at *The Lion King* premiere

16 Jul 2019



The Style Kingdom concept celebrates the cultural significance of African design. It includes brands that empower communities with pieces sourced from and handmade on the African continent as well as exclusive products featuring popular characters and themes from the movie.



Among the South African designers represented is design wunderkind Laduma Ngxokolo, with knitwear from his [MaXhosa label](#), and Katherine Pichulik, whose bespoke jewellery is being featured.

We so honored to have selected #MAXHOSA pieces chosen to be part of #StyleKingdom The Lion King PopUp at the @bloomingdales Boutique, curated by Lion King cast member @florencekasumba. . . These pieces are available to purchase at the Bloomingdales in Soho, New York, San Francisco, Los Angeles their online store, thank you in advance for your support ?????

A post shared by [MAXHOSA AFRICA™](#) (@maxhosa) on Jul 17, 2019 at 4:20am PDT

“

Also included are printed tees from the Africa Your Time Is Now movement and luxury scarves from Mantua Silkwear, the brainchild of Stellenbosch-based designer Juandi Andrag.



[View this post on Instagram](#)

“

A selection of jewels that are available @bloomingdales #kingdomcarousel ♡♦♦ along with other great #africandesigners including @maxhosa + @a.a.k.s + @studiooneeightynine + @mantuasilkwear + @africayourtimeisnow ❤□ ?♦@alixrosephoto #bloomingdales

A post shared by PICHULIK (@pichulikafrica) on Jul 13, 2019 at 8:04am PDT

”

Respected South African home decor brand Carroll Boyes represents SA with a range of animal-inspired kitchen and dining utensils, including elephant salad servers and a rhino bottle opener. Also available for the kitchen is coffee from Bean There Coffee Company, South Africa's first certified Fairtrade roaster of African coffee.

"We're excited to expand into the US market. Bloomingdales has a history of philanthropy and is a world-class retailer. It's an amazing opportunity to partner with them to celebrate African pride," says Bean There founder Jonathan Robinson.



#AfricaMonth: The rise of Afrocentrism and its impact on the luxury business

Lauren Hartzenberg 29 May 2019



Products on show from elsewhere on the African continent include handbags by AAKS which are handwoven by Ghanaian women, menswear from Post-Imperial that's been hand-dyed in Nigeria using a traditional process developed by the Yorubas, and handcrafted bags from Khokho that are made by female artisans in Swaziland.



[View this post on Instagram](#)



Never mind me, just practising how to balance objects & bags on my head like a

true African woman ! Happy Monday ☀☀☀☀☀☀ #SunnyDays

#Sweatyafternoons #Ghana #AAKSBagss #SS19Collection #Handcrafted #Africa

A post shared by A A K S (@a.a.k.s) on Jul 15, 2019 at 5:16am PDT



There's also Tribe + Glory, LemLem and CFDA Lexus Sustainable Fashion Award Winner 2018 winner Studio 189, all brands helping to empower African communities economically by working with artisans from the continent.

Style Kingdom is available at all locations of The Carousel – in Los Angeles, San Francisco and New York – as well as [online from the Bloomingdale's website](#).

ABOUT LAUREN HARTZENBERG

Managing editor and retail editor at Bizcommunity.com. Cape Town n apologist. Dog mom. Get in touch: lauren@bizcommunity.com

» Celebrating African creativity: Lucky Star and Chepa Streetwear collab on Phatsimo collection - 7 Jun 2023

» PayJustNow's CEO on the benefits of 'buy now pay later' for consumers and businesses - 6 Jun 2023

» #YouthMonth: Glow getter Ayanda Majola talks Yanda Cosmetics venture - 2 Jun 2023

» SA retailers and consumers count the costs of a collapsing rand - 1 Jun 2023

» Jane Wurwand's journey building the Dermalogica skincare empire - 22 May 2023

[View my profile and articles...](#)