

It is the younger generation that is always been in the spotlight where umswenko, street fashion, is agitated. This ranges from the hair, pants and decorative jackets that bear a symbol of the youth and is also an advantage for the youth to try out new things and show off their sense of what they deem stylish.

Today's youth also known as the born frees or abo 'skrr-skrr', is a generation that is now coming of age and continuing the legacy of style mark. The youth is now finding their place in society through the use of style, having grown up under the influence of stars like khanyi Mbau and Lebo Mathosa in childhood. We are seeing more localised version of global cultures happening on our shores, the preference for simplicity has also led to an upward spike in sales for the simple and not so special snap backs and T-shirts. Success in sales is largely dependent on how a fashion statement represents young customers feelings and thoughts, we all know that simple umswenko (fashionable) items can succeed, but only if they deliver the correct message.

Umswenko is the new trend all over the world, even if you walk around Braamfontain you see different types of umswenko and people's creativity through their style. The consumer(youth) and the brands are able to communicate when they begin to feel and share each other's emotional temperature that is because the youth still leads the majority of consumer markets, including the fashion industry. Local brands that are in control are: Floyd Avenue, Afrikan Swiss, D.O.P.E store and ABI Patel. The purchasing power of the youth fashion and local brands mainly stems from young people's desire to show that they are unlike any other generation. They want their fashion to be reflective of who they are.