

Share on Facebook Share

Share

Share on Twitter Share

Share

Share on LinkedIn Share

Share

Share on Email Share

Share

Dunusa - a Zulu word meaning put your bums out, this is the act people do whilst shopping at informal second hand clothing stalls. Now, as you waltz down the streets of Johannesburg downtown you will notice a number of people searching through piles of clothing looking for "the perfect fit". These sets of clothing are reasonably priced for the mass market as the price range from as little as R10 through to R150

A few years ago, these informal stalls were frequented by older black womxn looking for something affordable that fits the size of their low income household. These days you find younger more trendier people searching through these buckets in search of unique items of clothing. Medusas or Thrifting as it is now referred to offers people with cheaper clothes that is guaranteed to be one of a kind as it is not mass produced and at times, you find vintage pieces that you could resell at a profit later.

Madunusa has given way to a new sort of retail outlet, that of thrift stores, where those who are uncomfortable searching through the buckets in town are able to buy these products, cleaned and ensembled in the thrift store. There is a gradual move away from retail stores in search of a unique style that cannot be replicated and is affordable for the youth that constantly need validation of their unique identity. The spirit of Thrifting is driven by the youth culture of vintage look where youth are seeking authenticity in their lives and is reflected in their fashion sense.

Share on Facebook Share

Share

Share on Twitter Share

Share

Share on LinkedIn Share

Share

Share on Email Share

Share