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Black African people are starting to take share in the apparel/ footwear market and not leaving it to the internationals to dictate how we dress up. In terms of locally produced footwear the brand Bathu has been vocal and penetrated the market head on. Drip footwear is the new kid on the block that has drummed up talkability.

The meaning behind the brand is solely taken from the streets - an everyday slang word used in conversation by the South African youth "dripping swagg" meaning one has a high sense of fashion. This is a product catered to fully address the needs of the youth. What make it different is that when ones Drip pair of shoe wear out the brand purchase them back from you as one of their sustainability strategy.



The local market is vouching for locally produced products and this is seen on social media platform where #DripFootwearmustrise is trending and the consumer is taking the onus on themselves to create brand awareness.

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