

Sistaaz of the Castle



In 2015 the Dutch fashion designer **Duran Lantink** (27) and photographer **Jan Hoek** travelled to South Africa to start their project around the looks of the transgender sex worker community in Cape Town. They are transforming them into fashion icons by creating a fashion collection and a photo series around their appearances.

This project is about the beautiful South African transgenders who are roaming the streets of Cape Town. Jan and Duran are inspired by their ability to turn the most hideous garments into beautiful fashion pieces. Local sex worker organization SWEAT gave them the opportunity to meet and collaborate with their transgender support group: Sistaazhood. For this project we zoom in on the lives and wardrobes of six of the girls, Duran and Jan's new style icons and muses: Coco (25), Cleopatra (23), Sulaiga (30), Gabby (29), Flavinia (33) and Joan Collins (57).

- **Fashion designer** Duran Lantink studied their wardrobe and their personal style as a starting point for his new collection. This collection will consist of a part that is based on their original appearances, as well as a part that is based on their dreams. Back in The Netherlands Duran will be working on his collection, creating pieces that are inspired by their own customized clothing and working on the dream outfits based on their future ambitions. For the final piece he will be working with hologram techniques to embody all the dreams in one grand design. Before the designs travel back to Cape Town they will be presented at the catwalk of different Fashion Weeks.

- **Photographer** Jan Hoek studied the girls in the same categories as Duran: in their original surrounding and their dream surrounding. He photographed the girls at their 'homes' (most of them are homeless and live

under a bridge next to the castle of Cape Town), as well as their working areas and their favorite places. These photos have a documentary feel to them and will serve as a look book for Duran. For the dream shoot Jan translated their dreams into unique backdrops: from pyramids to Victorian brothels. In the dream shoot the girls are wearing the dream outfit Duran has designed for them. Back in The Netherlands Jan will photograph the new collection of Duran with Dutch models in similar settings, to see what happens if certain style elements are taken out of their context. The documentary photo in Cape Town and the fashion photo look almost exact the same, but belong to a different category in photography. Is it a good or a bad thing when the real lives of such a group of people in South-Africa are turned into fashion?

The project will be presented at the catwalk at the **Amsterdam Fashion Week 2016** as well as a printed publication (**APE**). As a media partner we work together with **Vice**, both the Dutch Vice as the American. During the Amsterdam Fashion Week there will be an exposition as well in **Foam** (the photography museum in Amsterdam). Once we've managed all the above we will return to Cape Town to present the project in the place it originated. The girls will model their own outfits at the Fashion Week and raise a voice of their own.



