



Meet the Vukile Retail Academy Entrepreneurs

Cossen



Cossen is an African-inspired fashion brand founded by visionary entrepreneur Nelisiwe Cossa. The brand offers handcrafted shoes, clothing, and accessories that are rooted in heritage, creativity, and cultural pride.

Based at Daveyton Mall, Cossen offers in-store shoemaking, boutique apparel, and gemstone jewellery, while also running hands-on shoemaking workshops that empower youth and creatives with artisan skills. More than just fashion, Cossen is a platform for storytelling, empowerment, and celebrating Africa's rich heritage with every product.

GameOn.Africa



GameOn.Africa is building a strong footprint within the gaming sector by catering to every stage of the gaming journey introducing tech to children, developing digital literacy in youth, empowering amateur and expert gamers, and reconnecting adults through retro and social gaming experiences.

With future plans including VR learning, a computer lab, and digital education in coding, robotics, and science, GameOn.Africa is committed to bridging access, nurturing talent, and inspiring lifelong engagement with gaming across both local and urban communities.



PeaPrido Elegance Events



PeaPrido Events is a dynamic events company founded in 2014 by Pearl Mashaba from Daveyton. Specialising in décor, catering services, and a party venue at Daveyton Mall, the brand is driven by a passion for aesthetics and creating memorable experiences.

With support from the Vukile Retail Academy, PeaPrido now offers a versatile venue for medium-scale events, delivering personalised and innovative event solutions, while creating unforgettable experiences for every occasion.

Seven Heartbeats



Seven Heartbeats is a Johannesburg-based clothing and lifestyle brand now located at Daveyton Mall. Founded in 2022 by Lindiwe Chauke and Tshepo Wanyane, the brand blends contemporary design with traditional African street craftsmanship.

With a mission to celebrate and preserve African street heritage, all collections are ethically made in collaboration with local artisans. Their range includes apparel, accessories, and home décor inspired by rich cultural narratives.

Thesis Lifestyle



Thesis Lifestyle was founded in 2005 by childhood friends in Soweto to showcase a fresh perspective on South African street culture. What began as a creative experiment with recycled garments grew into a movement, with their first concept store opening in 2007.

Their authentic apparel range includes T-shirts, bucket hats, outerwear, knitwear, and beanies, all centered around local pride. Now based in Orlando, Protea Glen, and Daveyton Mall, Thesis continues to inspire through fashion, culture, and township youth empowerment.