

The Watershed reopens with new 'made in Africa' beauty offering

The V&A Waterfront will reopen the doors to the Watershed this week after it was closed in April due to the Covid-19 pandemic and subsequent lockdown. The vibrant space is home to 150 tenants who represent over 365 local brands and small businesses, and with an impressive 3.6 million visitors a year, it has become an attraction in its own right.



Along with many familiar faces and favourites, the Watershed will also now include The Beauty Box, a dedicated space where locals can discover and shop for proudly African beauty products. As well as being able to browse the wide array of handmade and locally-produced products, visitors will be able to meet and mingle with some of the makers behind the brands.

Some of the brands on display here include Skoon, Olive Soaps Tintiloux, Peppertree, Kafui Naturals, Anim Naturals, Chill Cape Town, Le Naturel and Ubuntu Traditional Balms.

In addition to the new beauty offering, local fashion designer Amanda Laird Cherry will also be opening her first stand-alone stand in the Watershed. One of South Africa's most prolific designers, her beautiful range is made in collaboration with local crafters.



Support local, safely

According to Tinyiko Mageza, executive manager: marketing at the V&A Waterfront, “The Watershed is a physical manifestation of what happens when you introduce the world to the passion, skill and innovation of Africa. There’s inspired thought and inspired work here – the continent is full of life and unconventional solution and artistry. The tenants here represent some of the most beautiful and creative local skills, each with their own story to tell.”

We encourage all locals to come and meet Africa’s design story. These are the people behind the products and brands that need us to #supportlocal now more than ever,” she continues.



#WomensMonth: V&A Waterfront's Tinyiko Mageza sees opportunity everywhere

Lauren Hartsenberg 25 Aug 2020



The Watershed offers a vast selection of products, from ceramics and furniture, to textiles, fashion and jewellery, and serves as a location where small businesses, local artists and craftspeople come together to inspire and be inspired. This is a space where local brands are nurtured and grown, so that in return they can create opportunity for others.

While the V&A Waterfront encourages visitors to #supportlocal and visit the Watershed, it still places an emphasis on social distancing and has been dedicated in implementing measures to safeguard all who visit, work and play there. The V&A Waterfront is one of 80 global travel destinations, and the first in South Africa, to have been [awarded a Safe Travels stamp](#) by the World Travel and Tourism Council. This is the world’s first global safety and hygiene accolade for travel and tourism, developed to specifically address the Covid-19 pandemic.

The doors to the Watershed will officially be open to the public from 10am on Thursday, 3 September.

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