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Joburg Tourism Champions Local SMMEs at Bassline Fest 2026

19 May 2026

Joburg Tourism is proud to announce its participation in this year's Bassline Fest 'Say Africa', taking place on 23 May 2026 at Constitution Hill's People's Park. In line with its commitment to fostering economic growth and cultural exchange, Joburg Tourism will be supporting 25 local small, medium and micro enterprises (SMMEs) to showcase their products and services at the festival's vibrant marketplace.

Now in its 20th edition, Bassline Fest continues its legacy of celebrating Africa Day through music, art and community. This year's festival promises an unforgettable experience with performances by headline artists Ami Faku, Vusi Mahlasela and Maleh, alongside Yugen Blakrok and Brandon Aura.

Presented in association with Castle Lite and Joburg Tourism, and supported by the National Arts Council, Bassline Fest embodies the spirit of legacy, discovery and artistic momentum. The family-friendly event invites audiences to immerse themselves in African creativity while enjoying diverse food, crafts and cultural experiences.

Event Details:

- **Date:** 23 May 2026
- **Venue:** Constitution Hill, The People's Park
- **Time:** Doors open at 12:00 PM | Event ends at 8:00 PM
- **Tickets:** R300 available via Webtickets

Belu Mabandla, Executive Head: Destination Marketing & Events at Joburg Tourism, explains that the entity's support of SMMEs at Bassline Fest is an intentional move to empower local entrepreneurs and strengthen Johannesburg's cultural economy, while positioning the city as a hub of African creativity and innovation.

Supporting Local SMMEs

Joburg Tourism is proud to champion 25 diverse small businesses at Bassline Fest 2026, reflecting Johannesburg's entrepreneurial energy and cultural richness.

- **Fashion & Couture:** Africa Fashion Alive, AEC WANG, Bee Dlamini Opulence, Devine Stitches, FYD Follow Your Dream, Lottie Funk, N.O.T.E Clothing, Odwa by Milli, Ubuhle Bembali Couture, Usiiku Creations, Voetsek Couture, Yammie Collectionz.
- **Jewellery & Accessories:** Bokgoni Creations, Creamo Craft, Different Stories Creation, Negritude, Nowami African Creations, Season Creations Accessories, Tijane Creations.

- **Wellness & Lifestyle:** Catharsis Holistic Healing, Ha Se Lehola, Cleo Interior Décor & Projects, Kay's Scents & Décor, Scenty by Nonkosi, Zamunda Fragrances.

"Together, these SMMEs embody creativity, resilience and innovation, offering festivalgoers authentic products that celebrate African identity, while driving local economic growth," says Mabandla.

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For more information about Joburg Tourism and upcoming events, visit our website visit.joburg

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Johannesburg is the largest city in South Africa and serves as the economic and cultural hub of the country. With its rich history, diverse population and thriving arts scene, Johannesburg offers a unique and unforgettable experience for visitors of all ages. Johannesburg Tourism Company is a destination management organisation (DMO) of the City of Johannesburg, dedicated to promoting the destination's tourism growth. Its primary function is to promote Joburg as a business, lifestyle, sport and leisure destination, both locally and internationally. Its operations include running a Convention Bureau, a Visitor Services Bureau, as well as co-ordinating city-wide tourism marketing programmes, tourism information gathering and analysis.

Annexure: Bassline Fest 2026 – Joburg Tourism SMME Fact Sheet

Joburg Tourism is proud to support 25 local SMMEs at Bassline Fest 2026. These entrepreneurs represent Johannesburg's creativity, resilience and innovation across fashion, jewellery, wellness, décor and lifestyle.

Fashion & Couture

Africa Fashion Alive – Hand-dyed textiles, upcycled leather, mentorship. AEC WANG – Township-inspired fashion house empowering youth. Bee Dlamini Opulence – Luxury boutique fashion and accessories. Devine Stitches – Bespoke garments celebrating individuality. FYD Follow Your Dream – Sustainable, inclusive fashion. Lottie Funk – Afrocentric modern heritage designs. N.O.T.E Clothing – Gender-fluid, township-rooted wearable art. Odwa by Milli – Vintage silhouettes with cultural storytelling. Ubuhle Bembali Couture – Accessible couture blending elegance and heritage. Usiiku Creations – Social enterprise modernising heritage. Voetsek Couture – Bold streetwear for self-expression. Yammie Collectionz – Inclusive, versatile African fashion.

Jewellery & Accessories

Bokgoni Creations – Youth-founded modern African jewellery. Creamo Craft Jewellery – Globally recognised handmade pieces. Different Stories Creation – Crochet fashion and accessories. Negritude – Spiritual, heritage-inspired adornments. Nowami African Creations – Sustainable handcrafted fashion and décor. Season Creations Accessories – Colourful handmade jewellery and bags. Tijane Creations – Bespoke leather goods with beadwork.

Wellness & Lifestyle

Catharsis Holistic Healing – Herbal blends, candles, CBD products. Ha Se Lehola – Ancestral herbal teas and wellness. Cleo Interior Décor & Projects – Bespoke décor solutions. Kay's Scents & Décor – Premium home fragrance and design. Scenty by Nonkosi – Affordable luxury perfumes and room scents. Zamunda Fragrances – Locally crafted perfumes celebrating identity.

Why It Matters Joburg Tourism's support empowers local entrepreneurs, strengthens Johannesburg's cultural economy and positions the city as a hub of African creativity and innovation.