

LE AFRINIQUE

ISSUE 3

DECEMBER 2023



SAUDI

the return of the african trapper

EDITOR'S NOTE

BY SELLOANE MALETSATSI MOLELI

Can you believe we're already closing the curtains on 2023? Time flies when you're having fun, and yeeei!!!, have we had a blast! As we bid farewell to this incredible year, we couldn't be more grateful for your unwavering support and enthusiasm.

In this final issue of 2023, we're taking a trip down memory lane, revisiting the stories that got you all buzzing throughout the year. From jaw-dropping features to heartwarming interviews, we've packed it all in, along with a handy 2023 calendar to help you reminisce.

But wait, there's more! We've got exclusive chats with African trappers. Saudi's back from his hiatus with a new album, and he's spilling the beans on what he's learned and dropping a love letter to Hip Hop. Plus, we caught up with Sjava after his big win at South Africa's first SoundClash event.

We've compiled an essentials guide to keep you ahead of the game in 2024. From music to art to entertainment.

And hey, we're shaking things up with a brand-new feature! Meet P.O.M.E., the clothing brand that's making waves with its innovative designs. Trust us, you'll want to keep an eye on these guys.

We hope you enjoy every page as much as we enjoyed putting it together. And hey, here's to an even more amazing 2024!

@kennamaletsatsi

“ This issue
is a **wrap-up** of
our first year
since we
officially entered
the **magazine**
space and a
glimpse into))
2024.



p.07

#LACHATS WITH SAUDI

SAUDI'S LETTER TO HIP HOP p.12

p.16

ESSENTIALS GUIDE

AD- SOWETO SUPPLIERS EXHIBITION p.22

p.23

BRAND SPOTLIGHT: P.O.M.E

CONTENTS

ON THE COVERS

Cover 1: Saudi

Image(s) Source: Saudi

Cover 2: Sjava

Image(s) Source: Red Bull Content Pool

MAGAZINE CREATORS

Issue Editor: Selloane Moleli

Video Interview: Nyiko Chauke

LOOKING BACK AT LA'S 2023

as we wrap up, here's a snapshot of the most popular stories we've published



January: MTV Africa premiered Love & Hip Hop SA, offering a behind-the-scenes look into the lives of South Africa's hip-hop stars, including Da L.E.S, Gigi Lamayne, and Yanga Chief.

February: Despite the tragic passing of Kiernan 'AKA' Forbes, the Forbes family confirmed the release of his album "Mass Country" as planned, honoring his legacy in the music industry.

March: Sjava and Big Zulu announced their collaboration as 'Inkabi Zezwe,' blending traditional isiZulu musical forms with contemporary music, with an album set to be released in partnership with Warner Music Africa.

April: In an #LACHats interview, Fifi Cooper shared insights into her journey in South African hip-hop, discussing her latest single "Ngeke" and her role as a label owner.

May: Hey Neighbor festival announced H.E.R. as its first headliner, promising a unique three-day music and lifestyle experience in Pretoria, celebrating community and diversity.

June: We (Le'Afrinique) launched our digital magazine #LAMAG, featuring Profound and Zee Nxumalo on the cover, showcasing their contributions to the South African music scene.

July: In an exclusive #LACHats interview, K.O reflected on his journey in South African hip-hop, from his early days with Teargas to his current status as a prominent artist.

August: We (Le'Afrinique) presented the "Ode to SA Hip Hop" visual Book for #50YearsOfHipHop, commemorating the genre's evolution over the past four decades.

September: Apple Music's Heritage Collection "Amaqhawe" honored South African musical legends with curated playlists in celebration of Heritage Day, showcasing the diverse musical heritage of South Africa.

October: #LAMAG Issue 2 featured Lebohang Motaung, exploring the art of "hairitage" and celebrating the cultural significance of hair in South Africa.

November: Durex teased their new EP 'ForPlay,' featuring collaborations with 11 artists, promoting sexual freedom and acceptance.

December: AKA topped the MTV Base Hottest MCs of 2023 list, solidifying his influence and impact on South African hip-hop.

MAY 2024 BRING FURTHER COLLABORATIONS, CULTURAL CELEBRATIONS, AND A DEEPER EXPLORATION OF ARTISTS' STORIES.

#LANEWS 2023 CALENDAR

continued...





END OF SEASON
SALE UP TO
50% OFF

SHOP NOW



END OF SEASON SALE

LE AFRINIQUE



LAMAG ISSUE 03

SAUDI

THE MAESTRO OF AFRICAN TRAPPER

THE INSIDE STORY SAUDI

Saudi's Returns With New Album "Msotra Don't Die"

Hailing from Soweto's Senaone township, Saudi returns to #LACHats and the South African music scene after taking a break. Immersed in music from icons like Brenda Fassie, Michael Jackson, and Nina Simone since childhood, Saudi crafted his first track at 13. In high school, he joined Ozmuzik Victory Lane Over Everything (O.V.L.O.E), refining his skills. With a unique mix of Trap, R&B, and Afro vibes, Saudi made waves dropping hits like "Washa" and "Dreams". He even features on the Grammy-nominated Black Panther soundtrack in "X" alongside Kendrick Lamar, Schoolboy Q, and 2 Chainz. Saudi's music revolves around real stories and vibes, proving that authenticity is key in the music game. We had a chat with Saudi to hear more of his story, what he has been up to since he is back making music, and all about his plans in music.



Since our last interview in 2020 where we had a chat about your music journey at that time, your feature on the Black Panther soundtrack and Drips Leak Mixtape. You spoke a lot about change and growth you have experienced then, were you still experiencing some changes leading up to your comeback this year?

[SAUDI]: Thank you for having me back on your platform. I've been experiencing a lot of positive challenges and changes. There's a lot of pressure on me because I haven't dropped an album and/or a quality Saudi project since the release of my debut album. I had a lot to prove with my second album. The biggest challenge I had was trying to make an album that was even greater than my debut without it sounding like my debut album.

Taking a hiatus from music can be a transformative period. What prompted your break, and what did you learn during that time that we are seeing in your musical approach now that you're back?

[SAUDI]: I don't just express how I feel on my songs anymore, neither am I the kid who thought he would...

never make it out of his neighborhood anymore. Every song I make has a specific role and purpose. I pride myself in conveying my message through great songs. Songs people can love and relate to. Songs people can sing hopefully 'til the end of time.

Congratulations on the release of "Msotra Don't Die" – we enjoyed it alot! This album is dedicated to maternal love and chasing dreams. What were the most significant sources of inspiration that shaped this album?

[SAUDI]: My mother. Her love. Her sacrifices. Her hardships. Her persistence. My undying desire to reach my full potential.

Collaborations often bring new dimensions to music. Who did you work with on this album, and how did these collaborations enhance the album's essence?

[SAUDI]: I worked with Ruff, Young Tune, Emtee, J-Smash, Lunatik & Christer, and many others. Emtee is the only artist featured on my album and that's on purpose. This album was personal and I swore I would show my talent on this one and I did just that.

THE INSIDE STORY SAUDI

Saudi's Returns With New Album "Msotra Don't Die" ... continued

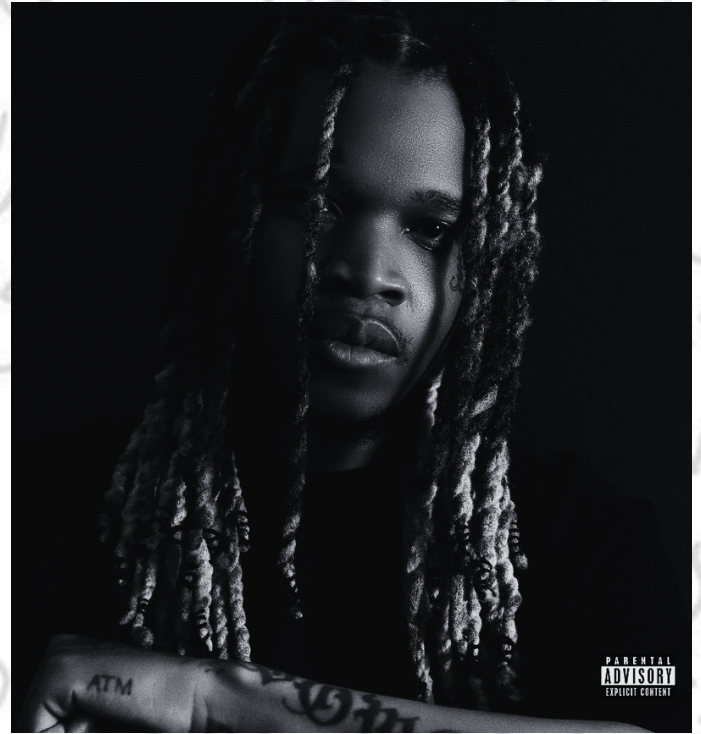


Tell us more about the creative direction on the cover as well. Who did you work on it with and what is the story, emotion or message you want listeners to take from it?

[SAUDI]: I wanted listeners to be captivated and to listen to this album with the same amount of dedication as I had creating it. A picture of my mother on her wedding, with her head down as if she's reciting a prayer. That's just how determined I was to give the listeners the best of me. I prayed so much for this day to come and I wanted all the hardwork, dedication, sleepless nights, and prayers to really come full circle so I needed the cover art to resemble the blood, sweat, and tears I put in to make this project.

You mentioned that this album is a shift in your creative process. How did you navigate this change, and what aspects of your artistry have evolved or grown in this new project?

[SAUDI]: I took me years to navigate the creative changes & growth that I needed to have in order to complete this project. It also took me years to navigate and fully learn the business expects of bring a profession recording artist. I sing better. I write better, I don't ever do too much anymore. There's maturity, I found a balance between lyrical content and sonic content that I've never had before as a recording artist. I have better beat selection. I'm truly a whole new artist.



Can you shed light on how you repurposed scrapped records for inspiration? How did you maintain authenticity as the Maestro African Trapper while challenging norms in your music?

[SAUDI]: I took records that couldn't be released and I used their Choruses and/or overall concepts. I took these and created new songs out of them since they would never be released or cleared because of a number of reasons. My music has never been normal. I think the only norm about my music is its uniqueness and it being so different from everyone else's music. I have to be honest. I have to be in a space where I want to express how I feel. My authenticity is why I can't just write every single song solely based on a concept. There needs to be quite a bit of truth in my music, my truth. That's the reason people believe in my music. That's why they've missed me so much and they still haven't forgotten about me.



THE INSIDE STORY SAUDI

Saudi's Returns With New Album "Msotra Don't Die" ... continued



Given the album's thematic focus on resilience and personal growth, how do you hope "Msotra Don't Die" contributes to the broader landscape of SA music and influences aspiring artists within the sub-genre of African Trap?

[SAUDI]: Nationally I hope this album sets a certain standard in the quality of music South African artists create and release. That's what I was concerned about contributing to and/or changing in the landscape of South African Music. I've been listening to all the artists that were prominent in my absence. All the artists that people love, the ones with the music South Africans love and I just thought the music could be a little better.

I truly believe that if we all start taking our music seriously and treat the fans who listen to it with more respect, we can really make a name for ourselves globally. That's what I'm going to do with or without anyone's help.

We as a nation have African Trap Music. A genre, a musical style, and a way of writing and singing that's unique to us South Africans. Even when I focus on what's next for me with my own genre JAPAN FOUR, it will still be a subsidiary of African Trap Music.

"Msotra Don't Die" appears to encapsulate a diverse range of emotions and experiences. How do you envision this album resonating with your audience, both locally and internationally?

[SAUDI]: This album, much like all my music, is nothing more than feelings. My music has always had more to do with feeling than anything. Pure and raw human emotion. Feelings, whether of heartbreak, triumph, excitement, or all various forms of pain. I want my audience to cry when they are on their own playing this album. I want anybody that feels like giving up on life to find refuge in my music. I want anyone who is living their best life to have their own theme music for and to the best times of their life. More than anything I want everyone to know that you can lose the whole world and all that you've ever had, all that you've ever earned and achieved, and still bounce back.

Through focus, hard work, dedication, and resilience, the world is yours. Anyone that does not understand "isisZulu", "Tsotsi-Taal" or "Hip hop Slang" can listen to any song on my album and completely feel the emotions, pain, frustration, love, and passion that's in each and every single song on this album.

THE INSIDE STORY SAUDI

Saudi's Returns With New Album "Msotra Don't Die" ... continued



Finally, could you highlight one track from the album that holds particular significance to you and share the story or inspiration behind it?

[SAUDI]: "I Still Love You". Track number 2 on the album. A dedication to my mother and the 16-year-old me. This is my way of putting to rest everything that was toxic about our relationship and my childhood. Finally letting go of all the hurt I've carried with me for years.

When I was 16 years old I almost killed myself. At this point, I had already bitten off way more than I could chew when it comes to criminal activity. I was in way over my head. I was exposed to my environment and I wanted to be like the people who were respected in my community. I knew school wasn't for me but I also learned that being like the people I looked up to wouldn't work for me for very long. I remember coming to school at about 07h30 in the morning like I always do, except this time I had no books in my bag and I walked out of the gate before the gates were locked and school began. I had already decided I was going to stand right in the middle of the train tracks and put an end to my existence. I remember I sat up the whole night trying to make sense of my life. I did not have a positive image of myself. I hated myself but I hated life even more.

On those train tracks, I learned that there is something I actually love. I remember I told God if he would make my dreams come true then I would do everything I needed to do to meet him halfway and he kept his promise. So instead of going through with it, I then decided to let go of school as a whole and focus on my dreams.

I came to the realisation that if I can boldly take my own life, a life that I was given to me then there's nothing scary or intimidating about any dream, goal, task or even human being. At the time my mother thought I had just dropped out of school but the truth of the matter was I had literally come this 🖐️ close to killing myself that afternoon. I was broken both spiritually and mentally.

The song's lyrics say "I was standing in front of a train tryna end it, I reached out for a hug you told me you don't want my demons." These were some of the words and occurrences that had a very negative and destructive effect on me. I remember confessing to my mother that I had attempted to end my life and I remember crying, literally longing for a hug from her and instead I was rejected. She didn't even want to touch me.



I remember thinking what kind of monster or demon am I? that my own mother doesn't even want to touch me. I had already disappointed them numerous times, so I already felt like I wasn't anybody's baby but on that afternoon when I told her I'm dying, the only thing I really needed was my mother's love.

These are the experiences I've overcome and some of the things I'm glad to say I've healed from. In this song, I finally bid farewell to the 16-year-old me. Freeing myself from my past and embracing love and prosperity and God's blessing over my life.

SAUDI'S LETTER 2 HIP HOP

Saudi made his great musical comeback the same year Hip Hop celebrated its 50-year anniversary we asked him to share a few words to Hip Hop



If there was anything I could express to Hip Hop it would be THANK YOU. I truly believe that this culture (as toxic as it may be) was a gift from God. He created something that unfortunate, disadvantaged, and misguided youths could use not only as an outlet of self-expression but also as a tool to climb the economic ladder legally.

Using all the information, lessons, and experiences we've learned and attained from poverty. These views, this way of thinking and literally being disadvantaged, have never been helpful at school or in the corporate environment, where every student would eventually end up. God created this culture where we could have actual self-esteem, where our flaws are accepted and the environments we grew up in are no longer a disadvantage. I also want to make it very clear that even though I'm planning to take my talents into a realm beyond and outside of Hip Hop, African Trap Music isn't just influenced and birthed by Hip Hop, it is the sole genre that defines African Hip Hop.

The spirit of Hip Hop and what it's done for countless disadvantaged youths is and will always be at the very core of my music and all the African Trap Pioneers.



LE AFRINIQUE

LAMAG ISSUE 03

an #lachat's special

SJAVA

THE REIGNING SOUNDCLASH KING

THE SOUNDCLASH SCOOP

#LAChats With Sjava The Reigning King Of South Africa's First Red Bull SoundClash

In a night pulsating with music, Sjava triumphed over Focalistic in the highly anticipated Red Bull SoundClash 2023, showcasing electrifying performances that will be remembered for ages. The event, renowned for pitting top talents against each other, set the stage for an unmatched musical showdown. Sjava, with his African Trap Music prowess, mesmerized the crowd, while Focalistic brought vibrant Amapiano rhythms, igniting the audience's enthusiasm. Sjava's fusion of traditional and modern sounds captured hearts, featuring a medley of talented musicians on stage. Meanwhile, Focalistic's infectious beats and stage presence had everyone dancing from the start. Their ultimate face-off in the final round showcased their musical brilliance, culminating in Sjava's victory, embraced by cheers and confetti. This clash highlighted not only their talents but also South Africa's diverse music scene. Red Bull SoundClash 2023 made an unforgettable mark on the music industry, echoing its epic battle for years to come.

Our Videographer Nyiko Chauke had a chat with Sjava after he was crowned and he shared some gems on how to make it as a Red Bull SoundClash royal



CLICK HERE TO WATCH THE FULL INTERVIEW

Interview & Videography by Nyiko Chauke

THE '23 SOUNDCLASH SQUAD

let's have a look at who Sjava and Focalistic had on their teams this year

TEAM SJAVA



**MAGLERA
DOE BOY**



A-REECE



MGARIMBE



SAUDI



BIG ZULU



MPHO POPS



JELLY BABIE



PABI COOPER



TEAM FOCALISTIC

ESSENTIALS GUIDE



THE ULTIMATE #LAGUIDE TO COOL



MUSIC

p.18



ART

p.19



ENTERTAINMENT

p.20

ESSENTIALS FOR MUSIC LOVERS

Your choice of music paired with what you need

THE GQOM ENTHUSIAST



Mofaya Flavatron Energy Drink



Land Of The Gqom Playlist



JBL Party Box 110 Portable Speaker

A THRILL-SEEKER WHO ADORES THE ELECTRIC ENERGY OF GQOM MUSIC

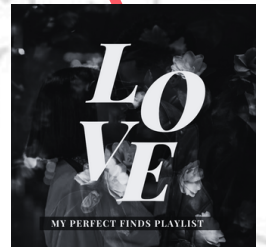
THE SOULFUL LOVER



Joe Thomas At Sun City



Lillet Rosé Wine-Based Aperitif



My Perfect Finds Playlist

AN OLD SOUL WHO CHERISHES THE SOULFUL TUNES OF R&B AND SOUL

THE AMAPIANO AFICIONADO



Kelvin Momo "Kurbula" Album



Pioneer DDJ-FLX4



Galxboy Angel Tee

A MUSIC ENTHUSIAST WHOSE HEART BEATS TO THE INFECTIOUS AMAPIANO LOGDRUM

THE MASKANDI DEVOTEE



Shaka Lembe Original Soundtrack



Castle Milk Stout



Inkabi Zezwe "Ukhamba" Album

A TRADITIONALIST CAPTIVATED BY THE HEARTFELT MASKANDI PERFORMANCES

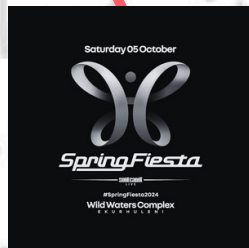
THE HOUSE FANATIC



House Ya Mampela Playlist



OPPO Reno10



Soul Cand's Spring Fiesta

THE LIFE OF THE PARTY WHOSE DRIVEN CRAZY THE PULSATING BEATS OF HOUSE

THE HIP HOP HEAD



Slikour: The Life Of A Hip Hop Pioneer



Sony Inzone Earbuds



Apple Music Hip Hop DNA South Africa

A SOUL DEEPLY ENTRENCHED IN THE CULTURE, BEATS AND RHYTHMS OF HIP HOP

ESSENTIALS FOR ART LOVERS

Your choice of art paired with what you need

ILLUSTRATION LOVER



AN ART ENTHUSIAST WHO MARVELED AT THE INTRICATE WORLD OF GRAPHIC DESIGN AND ILLUSTRATION

SCULPTURE AFICIONADO



AN ADMIRER OF SCULPTING, FINDING SOLACE IN MOLDING CLAY INTO STUNNING, LIFE LIKE FIGURES

WILD CATS EXPLORER HAT

STREET ART HEAD



AN URBAN EXPLORER WHO FOUND BEAUTY IN THE VIBRANT WORLD OF STREET ART

BEADWORK DEVOTEE



IMMERSED HERSELF IN THE INTRICATE ART OF BEADWORK, HER ATTIRE ADORNED WITH TRADITIONAL BEADED ACCESSORIES

FINE ART ENTHUSIAST



CAPTIVATED BY CONTEMPORARY FINE ART, EXPRESSING HIMSELF THROUGH ABSTRACT CANVASES

PHOTOGRAPHY FANATIC



A STORYTELLER CAPTURING MOMENTS THROUGH THE LENS OF HIS CAMERA

ENTERTAINMENT ESSENTIALS

Your choice of entertainment paired with what you need

CONCERTS



SPORTS



**NEDBANK
INTERNATIONAL
POLO**

Huawei Watch
Gt 4



FESTIVALS



EXPOS & FAIRS



GALLERIES



GROOVE



LAST THOUGHTS FOR 2024

...continued

Looking at what we experienced in 2023, this is what we predict in 2024

1. Understanding and Celebrating Culture

EXPECT INCREASED ONLINE ENGAGEMENT AMONG MUSIC AND ART ENTHUSIASTS.

ARTISTS FROM ALL GENERATIONS WILL COLLABORATE MORE OPENLY. EVENT ORGANIZERS MIGHT INTRODUCE LOYALTY PROGRAMS TO ENHANCE A SENSE OF BELONGING AND PRIVILEGE FOR ATTENDEES.

2. Personalized and Engaging Experiences

ANTICIPATE AN ELEVATION IN FAN EXPERIENCES ACROSS MUSIC, ART, AND ENTERTAINMENT. THIS WILL INVOLVE GRANTING EXCLUSIVE ACCESS FOR FANS, ORGANIZING OF ARTIST MEET-AND-GREETS, AND PROVIDING OF PERSONALIZED DEALS BASED ON INDIVIDUAL PREFERENCES.

EVENTS WILL THRIVE BY PRIORITIZING TOP-NOTCH SOUND AND PRODUCTION. BY CURATING DISTINCTIVE EVENTS WITH HIGH-QUALITY STANDARDS, ORGANIZERS WILL BE MAINTAINING A STELLAR REPUTATION MAKING EACH EXPERIENCE WELL-ORGANIZED AND EXCEPTIONAL, GUARANTEEING ATTENDEES KEEP COMING BACK FOR MORE.

ONLINE MUSIC COMMUNITIES WILL SURGE. THESE PLATFORMS WILL BRING FANS AND ARTISTS TOGETHER FOR LIVELY DISCUSSIONS, IDEA EXCHANGES, AND EVENT PLANNING. MEMBERS WILL ENJOY SPECIAL PRIVILEGES AND EARLY ACCESS, FOSTERING A STRONG SENSE OF BELONGING AND RECOGNITION.

4. Consistency and Quality

3. Building Community and Connection

FUZE PRODUCTIONS PRESENTS

THE **SOWETO** **SUPPLIER EXHIBITION** **ANNUAL**

SATURDAY 06 APRIL 2024



GRACE BIBLE CHURCH, PIMVILLE

1478 DLEBELENDLOVU ST, PIMVILLE ZONE 1, SOWETO

R150.00

ENTRANCE FEE

R3500.00

STALL PRICE

INFO@SITHELOMEDIA.CO.ZA

MORE INFO

BRAND SPOTLIGHT: POME®

Meet POME®

the revolutionary brand from Johannesburg's east side



More than just fashion, POME® celebrates individual journeys towards greatness with minimalistic design and bold branding. Co-founded by Mpumelelo Julz Kumalo and Vincent Phahlane, the brand fosters a mindset of self-expression and pride in one's surroundings. POME® goes beyond trends, actively giving back by offering opportunities for young creatives.

It's not just a brand; it's a movement shaping a meaningful future. Watch out for POME® – the next big clothing brand coming from South Africa!





MARCH ISSUE LOADING

WWW.LEAFRINIQUE.CO.ZA

Le'Afrinique

+27 64 682 7687 | hello@leafrique.co.za | [@leafrique](https://www.leafrique.co.za)

www.leafrique.co.za