

# RENAISSANCE<sup>TM</sup>

ancient tribes . modern designs

## IFAS PATTERN

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TEXTILE DESIGN

SOUTH AFRICA



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# SYMBOLIC INTERPRETATION

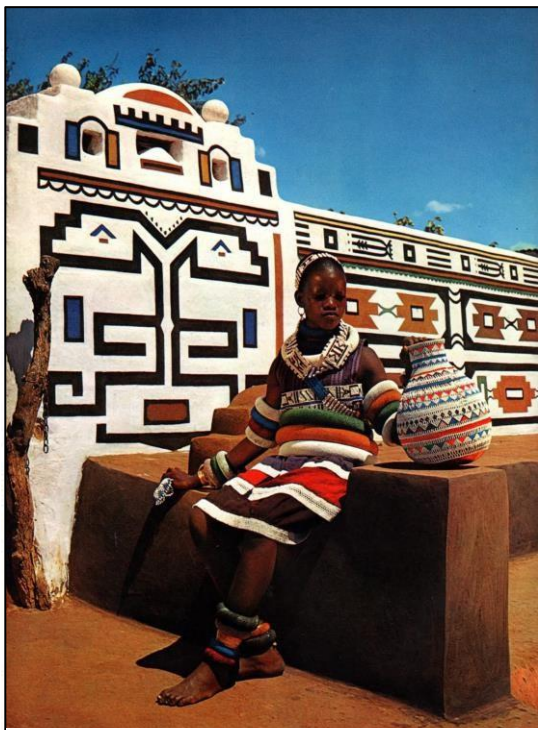
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During my early childhood, I found myself drawn to the traditional Pedi homesteads scattered across the surroundings of Phokwane. Each school holiday, when we visited my grandparents' home, I noticed a striking interplay: their household was modern in every sense, yet nestled within a community where ancestral traditions still flourished. What captivated me most was the patience and artistry of the women in the village, who would carefully inscribe patterns onto well-plastered walls and floors. Their deliberate strokes transformed ordinary surfaces into rhythmic tapestries—an intimate act of beautifying their personal spaces that, in turn, commanded the admiration of every passerby.

The *France in South Africa* Pattern emerges from these early impressions, deeply rooted in the recognizable visual language of indigenous Nguni and Pedi motifs. These designs, composed of strong, confident lines of varying depths, embrace the purity of geometry while bearing the unmistakable signature of the human hand. Within this framework, symbolic codes take form: the IFAS address, "62 Juta Street," is abstracted into six dots accompanied by two more, encircling a central Nguni motif—an echo of dice that alludes to Johannesburg, the city of chances. Subtle typographic elements, such as the refined "F.R" for France and "S.A" for South Africa, are seamlessly interwoven into the geometrics and lines, ensuring that the identity of both nations becomes part of the visual fabric .

To anchor this cultural interplay, the application of the French national colours—red, blue, and white—adds a final flourish. They are not mere decoration but symbolic accents that elevate the design into an emblem of unity. What emerges is more than a pattern: it is an authentic cultural integration, where South African visual storytelling gracefully merges with the essence of French heritage. Together, they create a visual dialogue that is both timeless and resonant, a celebration of place, identity, and shared cultural memory.



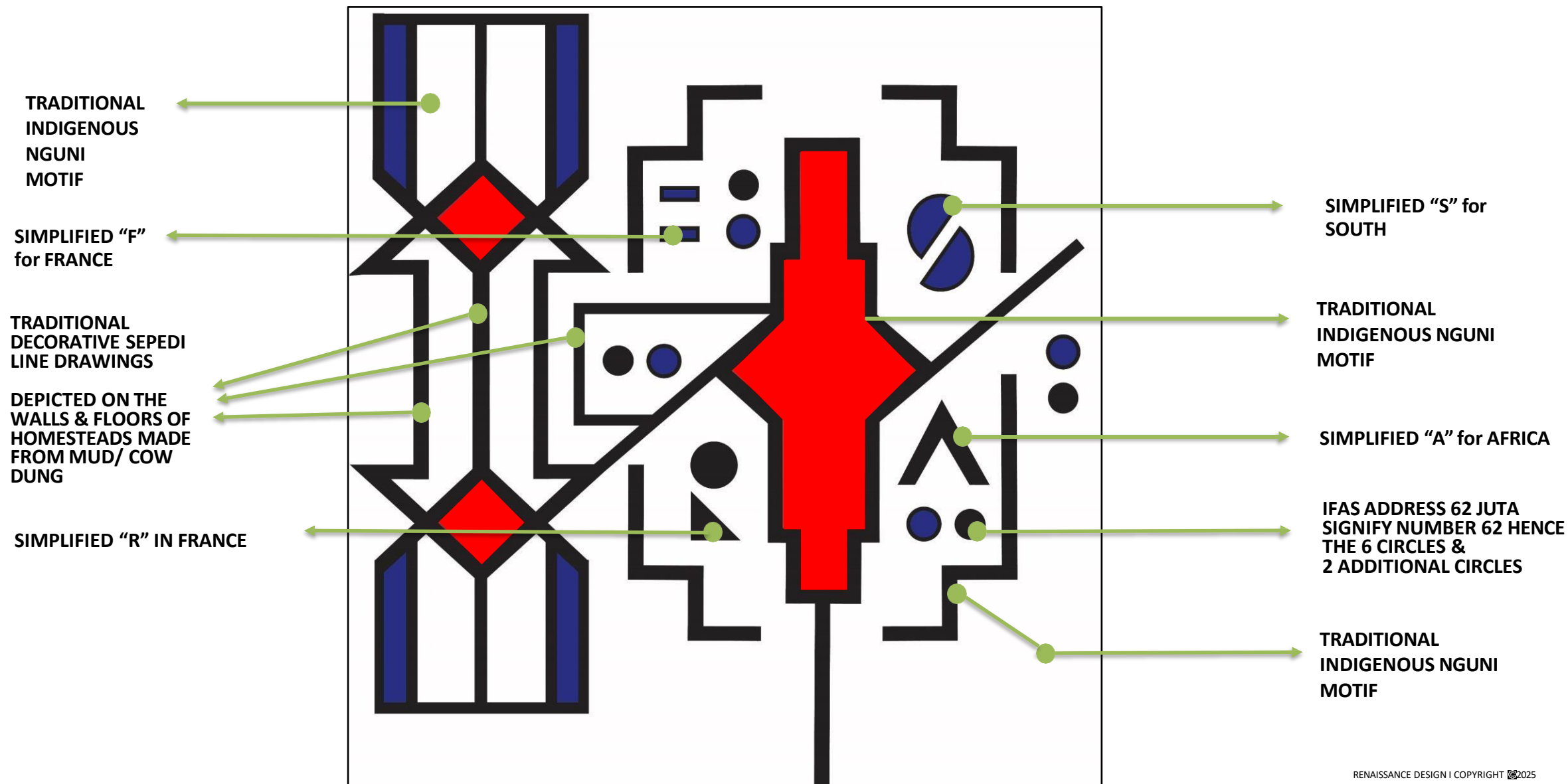


INSPIRATION





## SYMBOLIC INTERPRETATION

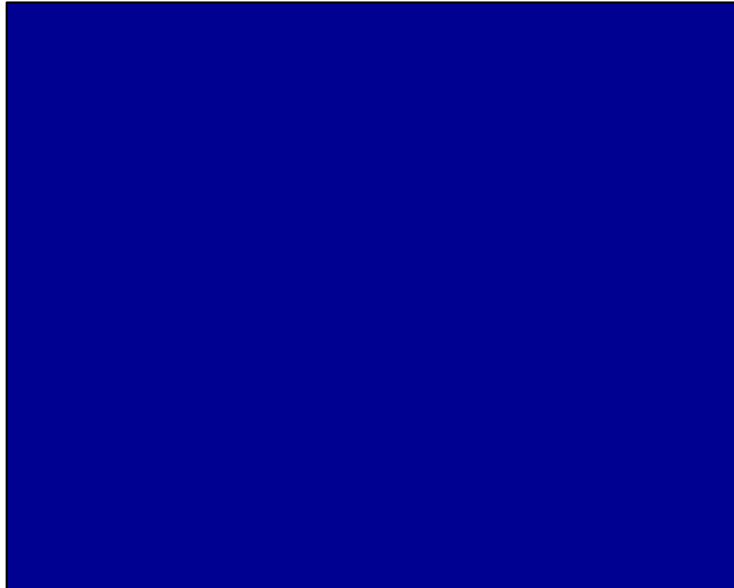


03.

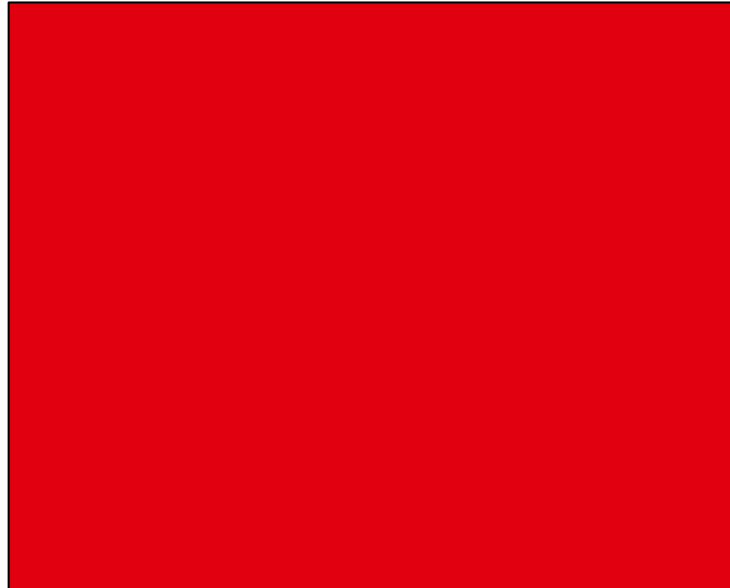
## FRENCH NATIONAL COLOURS



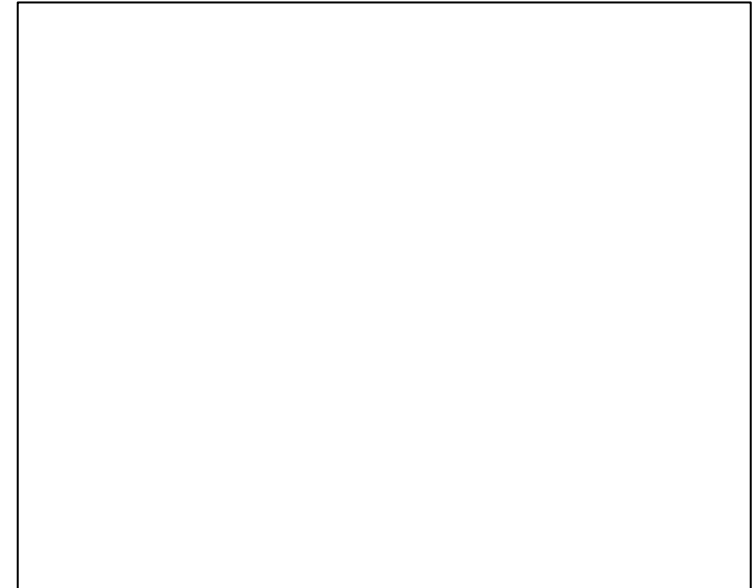
PATTERN COLOUR APPLICATION



France Flag Blue Color  
Hex: #000091 / RGB: 0, 0, 145  
[www.flagcolorcodes.com/france](http://www.flagcolorcodes.com/france)



France Flag Red Color  
Hex: #E1000F / RGB: 225, 0, 15  
[www.flagcolorcodes.com/france](http://www.flagcolorcodes.com/france)

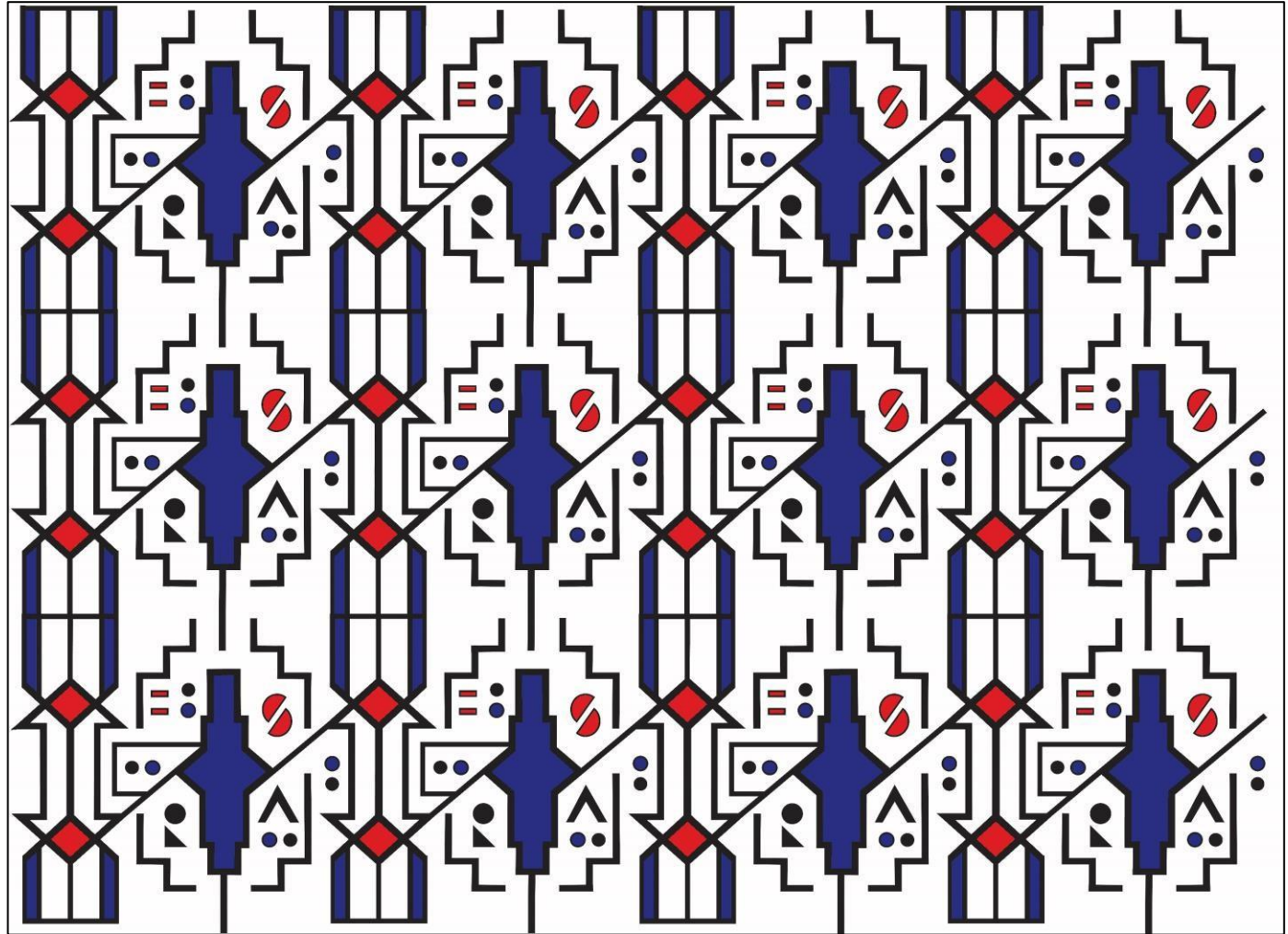
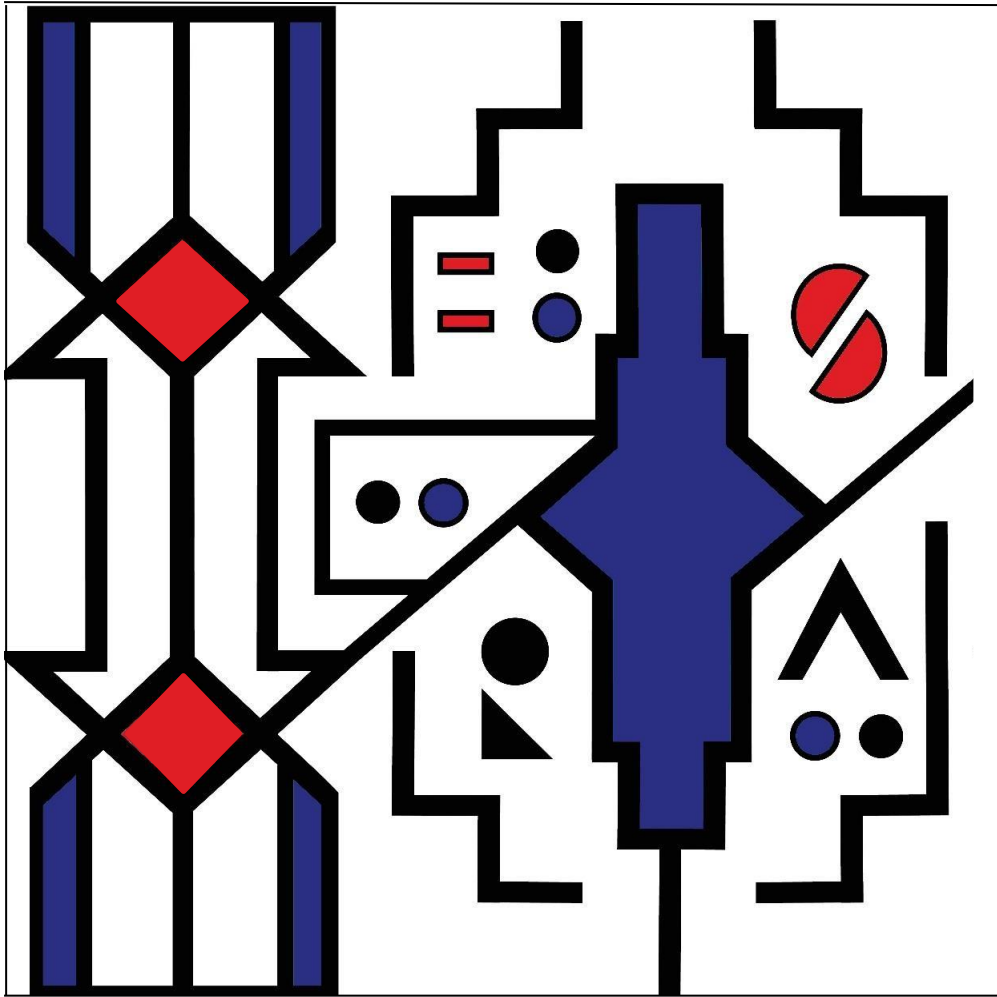


France Flag White Color  
Hex: #FFFFFF / RGB: 255, 255, 255  
[www.flagcolorcodes.com/france](http://www.flagcolorcodes.com/france)

04.

## IFAS PATTERN

PATTERN TILE & REPEAT



## PATTERN APPLICATION



Tote bag with thin white embroidered frame  
SIZE (h) 42cm x (w) 38cm

## TOTE BAG MOCKUPS





# PATTERN APPLICATION

x4 repeats

TOTE BAG MOCKUPS





Printed front cover  
SIZE (L) 21cm x (w) 14.5cm



# PATTERN APPLICATION x6 repeat

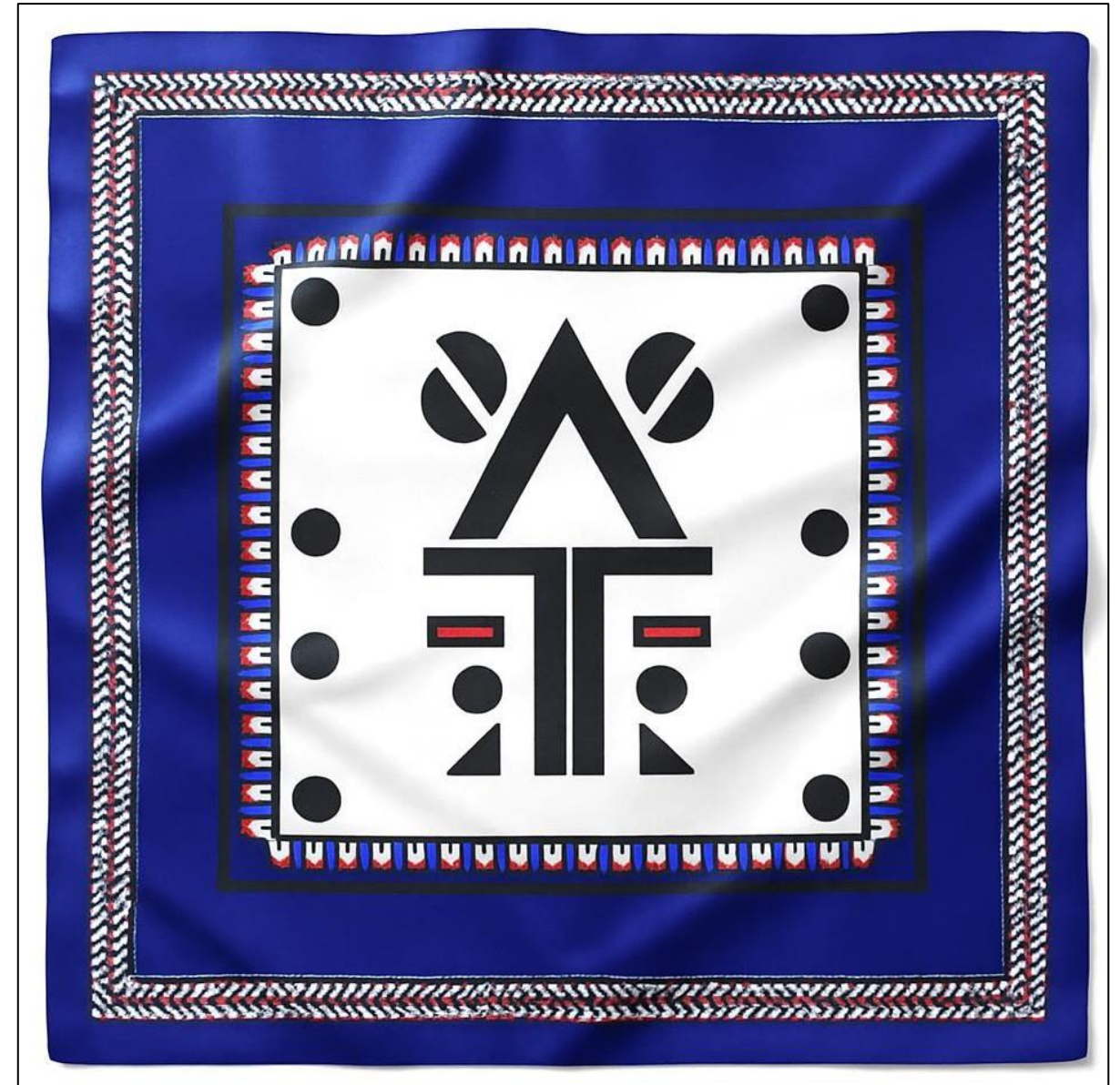
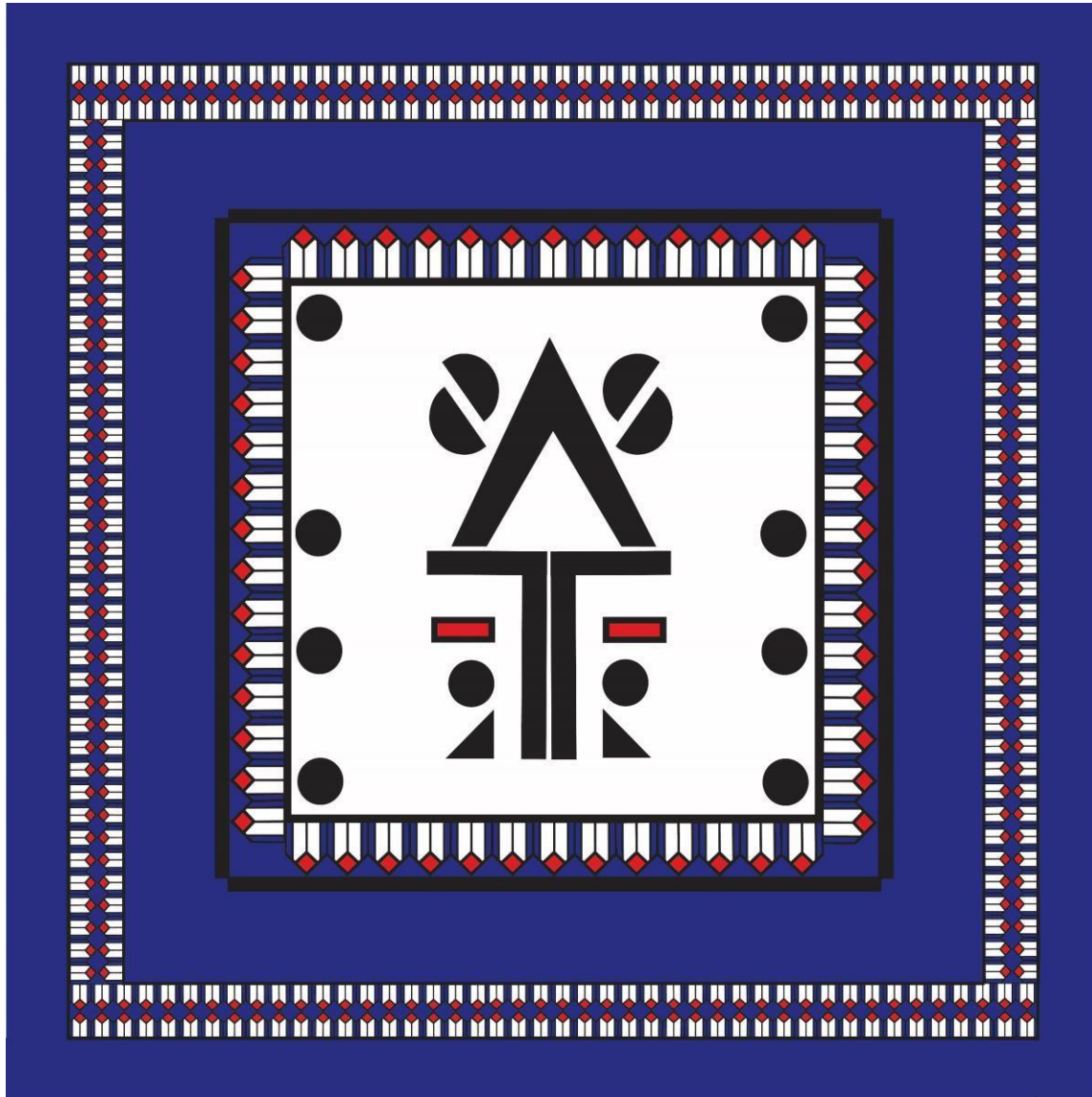
NOTE BOOK MOCKUPS



Printed front cover  
SIZE (L) 21cm x (w) 14.5cm



Original SCARF PATTERN



PRINTED SILK SCARF  
SIZE (L) 65cm x (w) 65cm



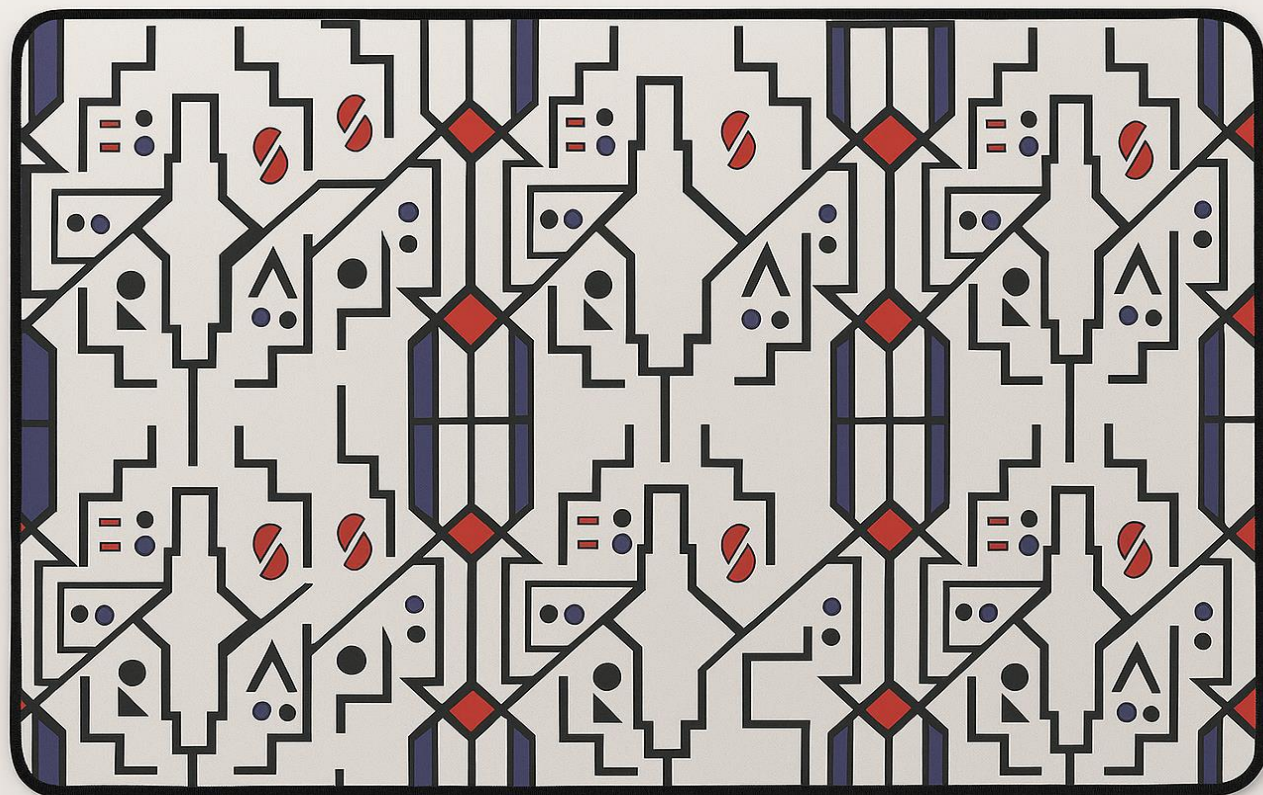
## SCARF MOCKUPS





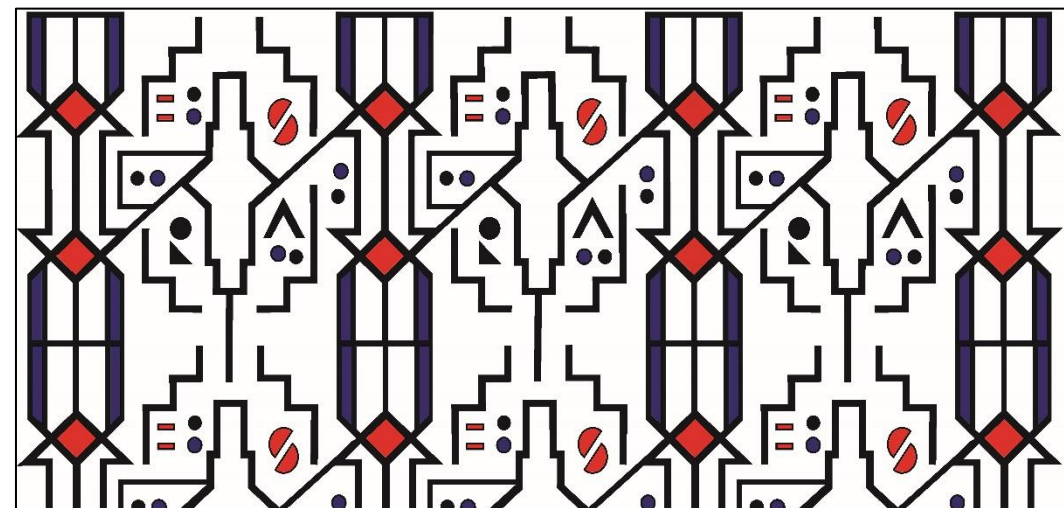
# PATTERN APPLICATION

DESKPAD MOCKUPS



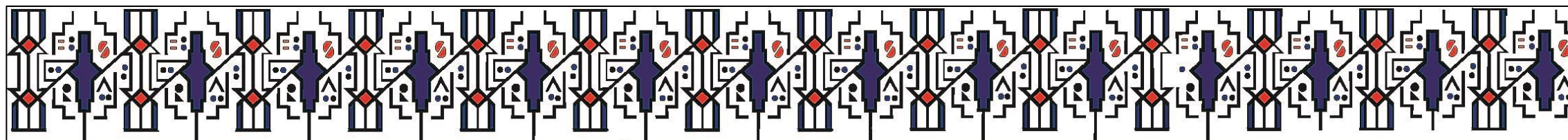
Printed desk pad  
SIZE (L) 62cm x (w) 30cm

## Original SCARF PATTERN

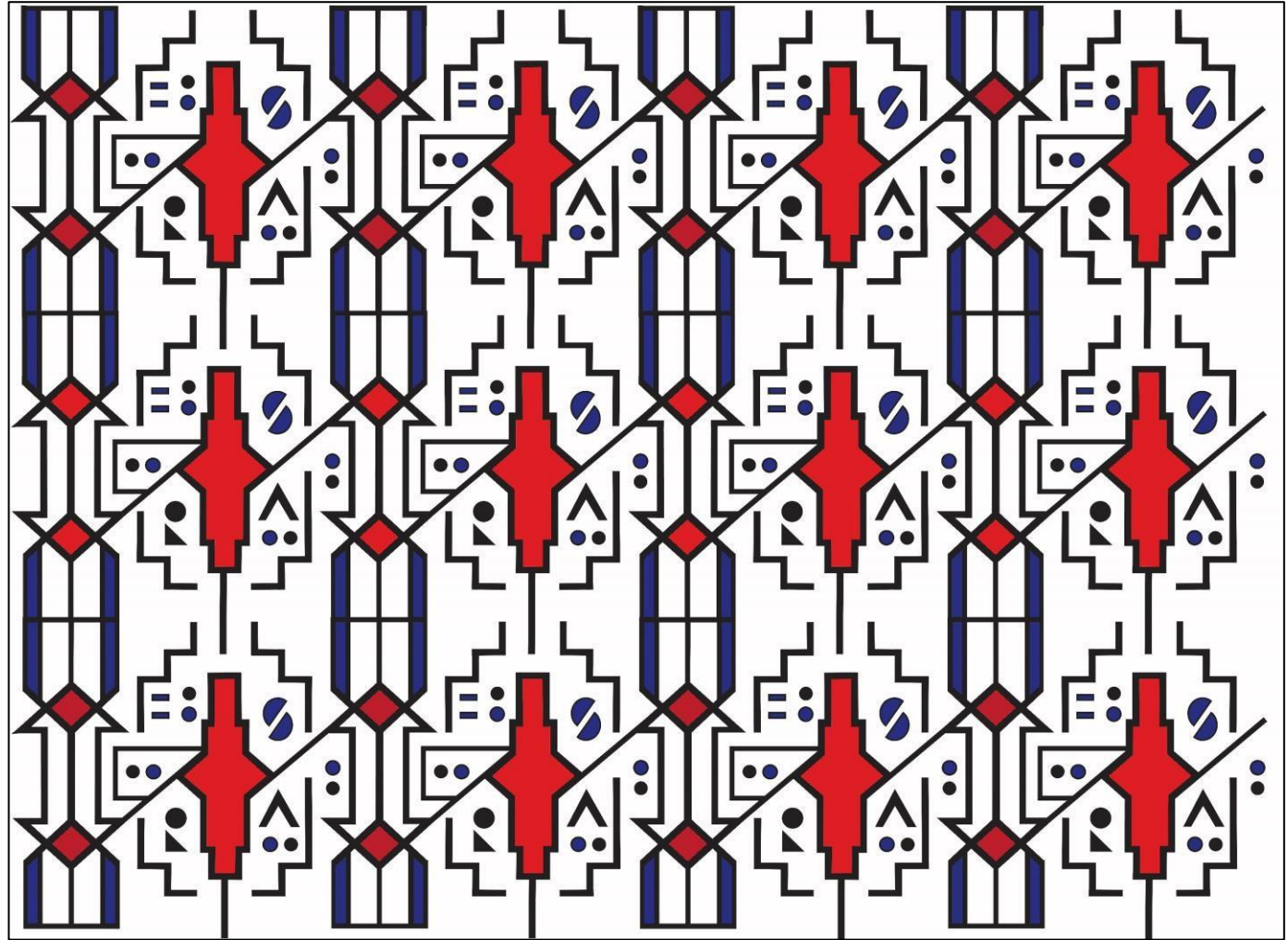
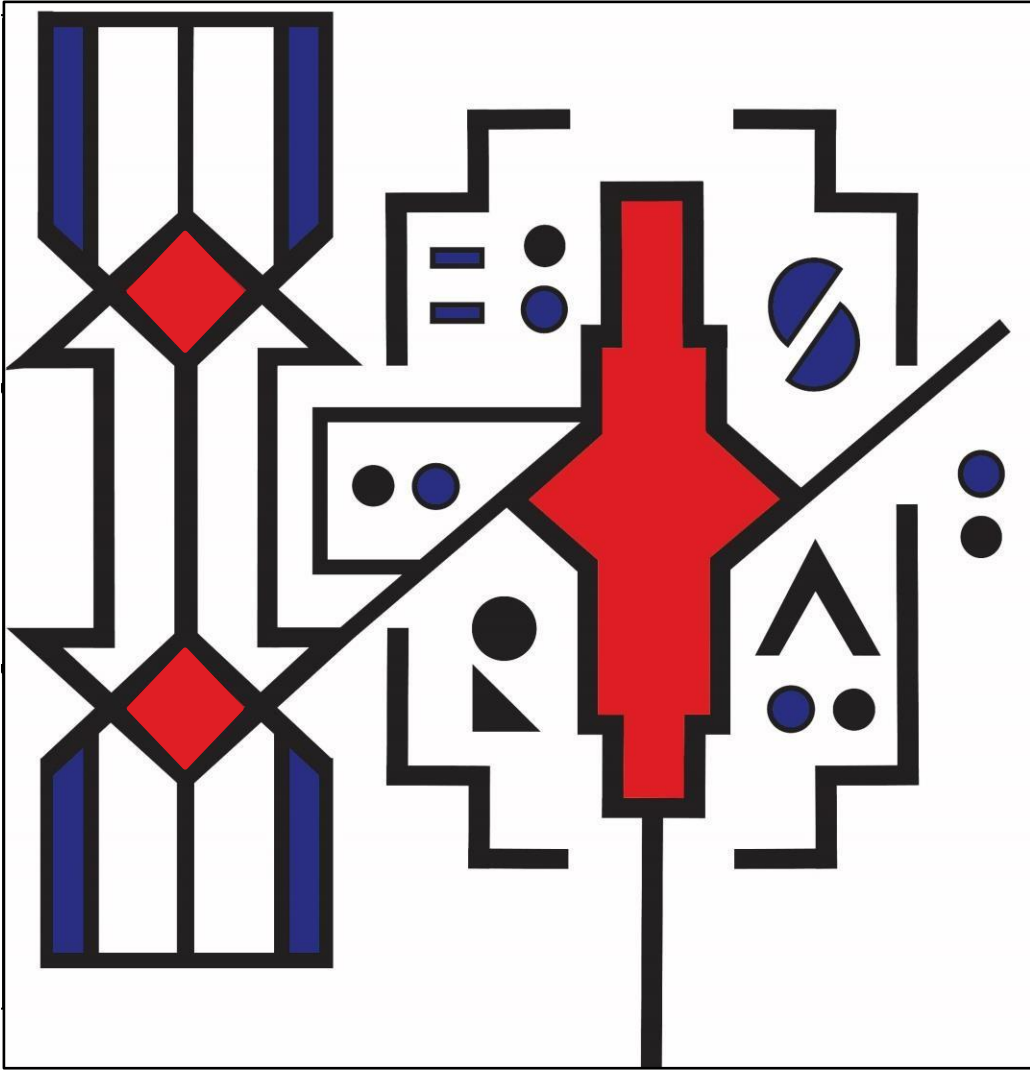


FEWER REPEATS X 3 AND HALFS  
NO COLOUR ON THE NGUNI SYMBOLS





EMAIL SIGNATURE repeated line

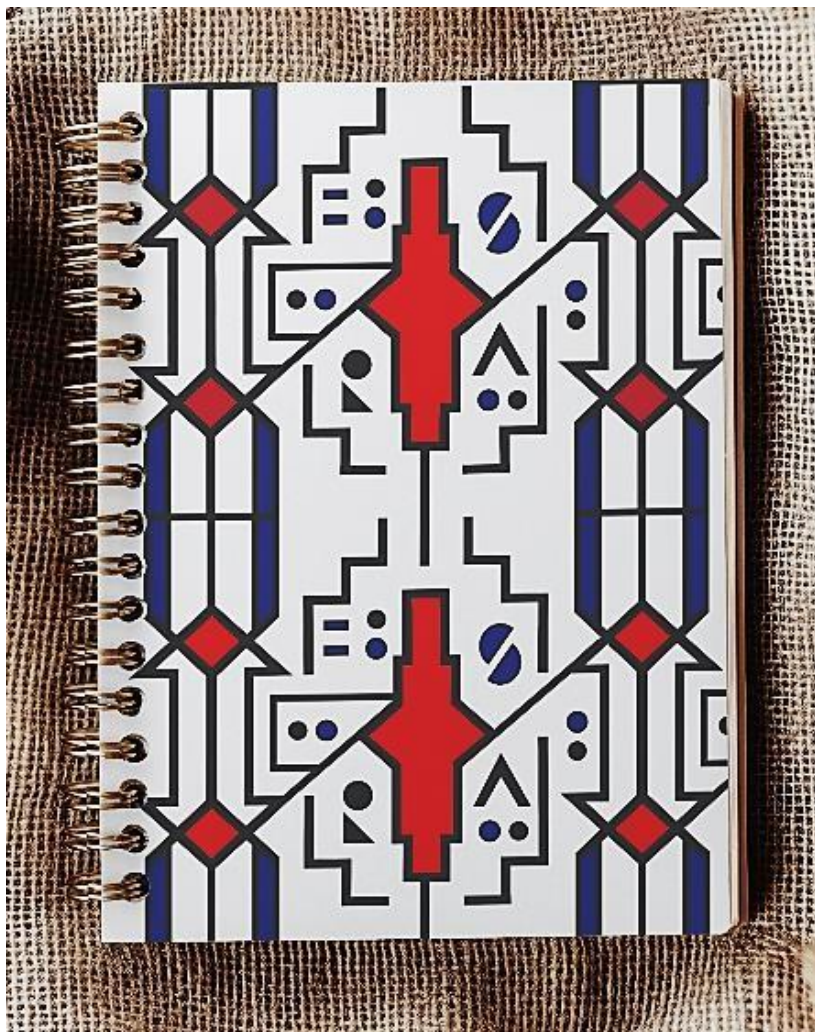


Second Colourway



# PATTERN APPLICATION

PATTERN TILE & REPEAT



RING BIND NOTE BOOK MOCKUP



TOTE BAG MOCKUP



DESKPAD



# Thank you

REACH OUT , we'd love to hear from you

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