

Thato Chai

Creative Director, Brand Designer, Fashion Designer, Art Director, Illustrator, Painter, Marketing Strategist, Copywriter, WordPress



My Story

I was born in 1981 on the 14th of July in Boksburg, Vosloorus. I designed my first fashion item at the age of 6, which was a soccer jersey that was made from a maize meal sack.

I was raised by loving parents who were both great teachers. I learned and practiced art throughout primary and high school. Tertiary Education taught me Design, IT, Sales and Marketing.

The streets taught me music, culture and graffiti, which ultimately opened the doors of some of the most relevant fashion brands in the world.

As a 45 year man with a wife and four sons, I look forward and smile at the journey and destination that awaits me, knowing that I have what it takes to continue to create, produce and share my gift with your and your team.

My Fashion Product Design Experience

I have 25 years of experience in the fashion industry & have worked with the following brands:



Head Product Designer Role Summary

As Head Product Designer at Bogart Man, I lead the creative and commercial direction of all product collections, ensuring that every garment reflects the brand's identity of luxury, power and refined masculinity. My responsibility extends beyond design, I shape the visual language, product architecture and strategic positioning of the brand in the premium menswear market.

My Key Responsibilities at Bogart Man

Creative Leadership

- Conceptualize and direct seasonal collections aligned with the Bogart Man luxury DNA.
- Translate brand themes into cohesive apparel, denim, fragrance, and lifestyle pieces.
- Lead mood board development, fabric sourcing, silhouette design, and finishing details.
- Ensure every product communicates confidence, status, and premium craftsmanship.

Product Strategy and Development

- Oversee design from sketch to production.
- Approve fabric selection, trims, branding elements and garment construction.
- Collaborate with manufacturers to maintain luxury quality standards.
- Drive innovation within structured tailoring, statement pieces, and elevated essentials.

Commercial Alignment

- Develop collections that balance creativity with profitability.
- Align product ranges with target market expectations and pricing tiers.
- Analyse sales performance to refine future design direction.
- Ensure product positioning supports brand growth and market expansion.

Brand Stewardship

- Maintain consistency across apparel, fragrance and brand extensions.
- Protect the luxury positioning of Bogart Man across all product categories.
- Support marketing and campaign visuals with strong product storytelling.

Team and Process Leadership

- Guide designers and creative collaborators.
- Establish structured design workflows and timelines.
- Approve final samples and production sign offs.

Impact

- Strengthened Bogart Man's identity as a premium menswear label.
- Elevated product presentation and brand coherence.
- Drove commercially viable collections aligned with luxury market expectations

I CREATE VALUE THROUGH DISCIPLINE, INNOVATION, INTEGRITY AND MEASURABLE RESULT.

I MAKE EVERY DECISION I TAKE ACCOUNTABILITY GUIDE EVERY DECISION I TAKE

EXCELLENCE, GROWTH AND ACCOUNTABILITY GUIDE EVERY DECISION I TAKE

FOCUS ON PROGRESS, PRECISION AND CREATING SUSTAINABLE LONG TERM VALUE.

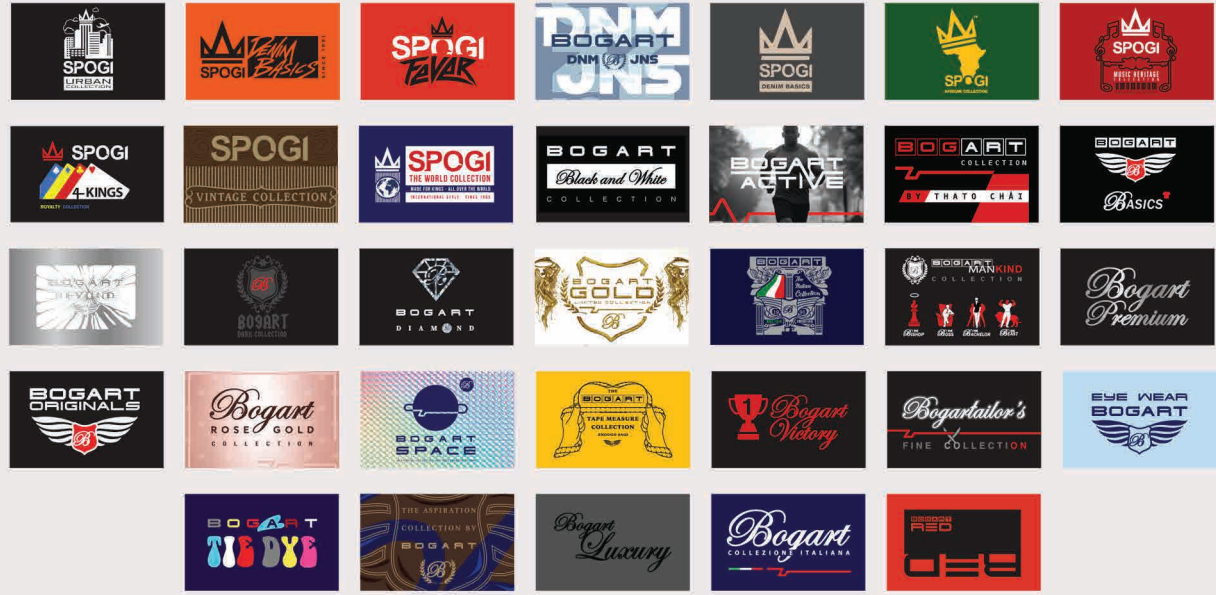
HARD WORK, CREATIVITY AND RESPONSIBILITY ARE THE FOUNDATION OF MY SUCCESS.

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Milestones

Since 2014, I have created a total 33 collections for Bogart (24) and Spogi (9). The Collections are made up of footwear, jeans, cargos, chinos, t-shirts, shirts, golfers, vests, hoodies, jackets, coats, headwear, underwear, jewelry and accessories.



I created 4 supportive subsidiaries within the Bogart Man Brand to help optimise the production, operations and marketing objectives.



- Internal and external audio platform designed to strengthen brand culture and communication.
- Strategic audio channel used for marketing, storytelling, and customer engagement.
- Brand voice development tool integrating music, interviews, and promotional content.
- Platform created to amplify brand identity through curated sound experiences.
- Media asset supporting brand awareness, loyalty, and cross-platform marketing campaigns.



- Visual storytelling platform showcasing collections, campaigns, and brand narratives.
- Digital video channel developed to enhance luxury positioning and audience engagement.
- In-house content platform producing brand campaigns, behind-the-scenes, and launches.
- Strategic video division driving product awareness and aspirational brand presence.
- Multimedia extension designed to strengthen brand perception across digital platforms.



- Centralized system created to streamline design-to-production workflow.
- Operational platform improving supplier coordination and production efficiency.
- Internal management portal enhancing quality control and timeline tracking.
- Structured workflow solution aligning design, sampling, and manufacturing processes.
- Infrastructure developed to optimise operational performance and reduce production delays.



- Internal training platform developed to upskill retail and brand ambassadors.
- Structured learning system focused on sales excellence and brand knowledge.
- Leadership development initiative strengthening team performance and culture.
- Education division designed to align staff with brand standards and values.
- Skills development platform enhancing customer experience and retail execution.

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Professional Experience

Creative Leadership

- Built a full-service creative agency delivering branding, web and marketing solutions.
- Developed brand identities, websites, and campaigns for multiple clients.
- Created structured service packages and scalable creative systems.
- Worked across industries including finance, retail, hospitality and education.

Brand & Digital Consultant

- Provided strategic brand positioning and digital solutions for businesses.
- Designed and implemented SEO-driven content strategies.
- Built WordPress websites and lead generation funnels.
- Developed marketing campaigns aligned with business objectives.

Key Projects

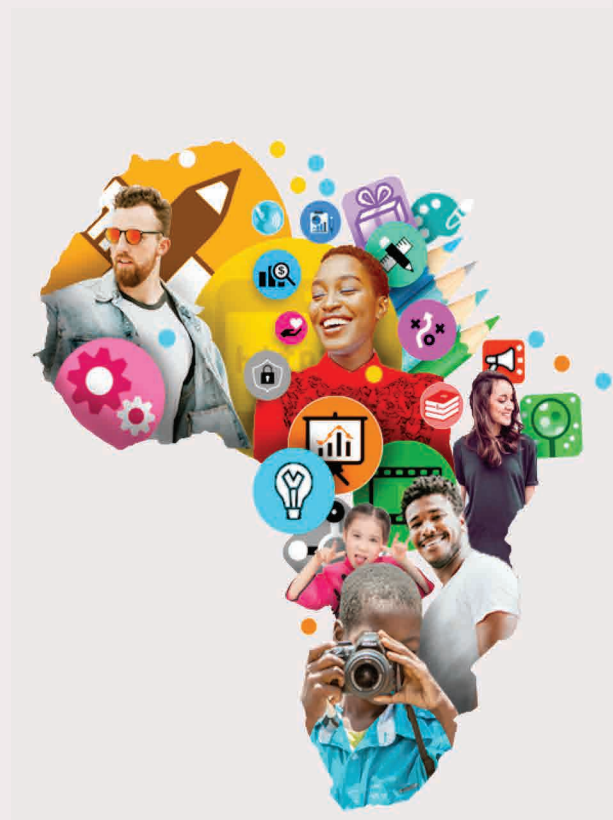
- Developed multiple brand identities and websites for businesses across industries.
- Built SEO-driven content systems to improve search visibility and reputation.
- Designed structured creative ecosystems for fashion and lifestyle brands.
- Led digital campaigns integrating design, storytelling and marketing strategy.

Key Education

- Interior design at Inscape Design College.
- Information Technology at WITS Technicon.

What I Offer

- Brand Identity Design. Logo Design.
- Website Design (WordPress).
- Creative Direction.
- Marketing Campaign Concepts.
- SEO Content Strategy.
- Social Media Content Strategy.
- Product & Fashion Design Consultation.



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Why Clients Work With Me

- I combine creativity with business thinking.
- I focus on results, not just visuals.
- I communicate clearly and deliver consistently.
- I understand both brand building and execution

Clients That Worked With Me Since 1998



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Availability

Available for freelance projects, long-term collaborations and strategic consulting.

Contact Details

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