MIMI DUMA

Ncumisa Duma, better known as Mimi or the Urban Mimz, is a natural hairstylist making waves with her fierce creativity and hair art. Described as a "hair guru" and "telling stories through hair" in recent Destiny Magazine and City Press profiles, Mimi's hairstyling makes a statement. She trained formally at Carlton Hair Academy and worked in a Carlton salon for two years. During this time Mimi learnt about working with all types of hair, but also that her creative vision would never be satisfied in a traditional salon. Mimi began teaching herself about African hair textures, exploring different forms and structures and revisiting her theatrical background to tap into the rising wave of Afrofuturism expression and identities. Mimi has done hair for Terry Pheto, Andile Ncube and many other contestants on the Glam Squad, and Thandiswa Mazwai's Bonna cover shoot. She has done hair for several avant-garde cover stories for Bubblegum Club, as well as Nike women's run campaigns The Pack, Caster Semenya and DJ Doowap, and Standard Bank's Avant Card campaign with Trevor Stuurman.

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