DJ BLACK COFFEE
PIECING TOGETHER A HOT GLOBAL BRAND
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### APRIL 2016

### ON OUR COVER: PHOTOGRAPHER: JUDD VAN RENSBURG. GROOMING: RUTH MAEPA
In his parting note to DESTINY MAN readers, my predecessor Mzo Witbooi reflected on the idea of what constitutes a defining moment in one's life. This certainly got me thinking about the defining moment in my own life. How does one recognise it when it arrives? In fact, how do I know whether this moment lies in the future or somewhere in my distant, youthful past?

I’m not sure what the answer is, but one thing is for sure: throughout our lives, there will be events that force us to stop and reflect. This may come in the form of a “Road to Damascus” experience or a sledgehammer blow that just about knocks your lights out. I can’t claim to have had any of these, but I have had my share of drama in life – the type of experiences that jolt you into action and force a change of course.

I had that sort of experience recently – albeit sans the theatre – when I was approached about the possibility of joining the DESTINY MAN team as Editor. Up until that point, I had been merrily cruising at an altitude which I felt would keep me away from the turbulence that one has to navigate in life, love and work. I was presented with an opportunity that would, to extend the aviation metaphor, allow me to soar to greater heights professionally. It required me to get out of my comfort zone and embrace a massive new challenge. Perhaps this was it – that elusive “defining moment”. Or, just maybe, this was my meeting with destiny. Whatever it was, it seemed like a no-brainer to me and I had little hesitation in grabbing the opportunity.

Having worked as a broadcaster in both radio and TV, the opportunity to join DESTINY MAN presents a logical progression and offered a great opportunity for growth and development. However, I’m also mindful of the great responsibility that comes with the job. Witbooi and Kojo Baffoe before him set the bar incredibly high. I dare not let it slip. I arrive not with grand plans of sweeping changes, but rather with a promise to stay true to you, the loyal DESTINY MAN reader, and ensure we continue to deliver the quality product you have come to expect.

I am grateful to Ndalo Media for entrusting me with custody of this amazing brand. I’m also grateful to my wife and children for allowing me to take on even more responsibilities that are bound to steal more of their time with me.

At no other time in the history of our young democracy has the need been greater to shine the spotlight on South Africans who are committed to making this country great. Those bold and distinguished men and women who continue to blaze a trail and inspire a generation.

Our cover star is one such man. DJ Black Coffee makes a return to our pages, with the sequel to the extraordinary story of the rise and rise of his personal brand. This month, we also bring you our annual Personal Wealth Report, in association with Old Mutual, in which we invite three businessmen to share their wealth journeys.

We hope you find this helpful in deciding what to do with that extra cash – if anyone still has that sort of thing in the current economic climate!

Enjoy!

TT
You know you have always wanted to own a Maserati. Now there is absolutely nothing to hold you back. The Ghibli Diesel is every inch a Maserati, featuring a gorgeous, coupé-like silhouette, luxury leather interior and with its economical yet potent diesel engine, 8-speed ZF automatic transmission, there are also plenty of rational reasons to justify your decision.


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FORGET THE MEDIA

I'm no expert in the fields of business or entrepreneurship, economics or finance, but I am wise enough to know that too much sunshine can kill the prettiest rose. I am referring to young business people who are new to the game of pitching for funding to deal with the next month's overheads. Excuse me for dimming your lights, but I am not one for the idea that being in the media can make a businessman successful. There is the misconception that if you are on TV or in a magazine, you have made it in life.

We shine so much light on these young entrepreneurs that we forget to ask how much money they are actually making per year. Let's ask the right questions, even after seeing that beautiful sports car a young entrepreneur drives to prop up his image. Let's ask these young men and women what their product lines look like and what their profit margins are, instead of putting them on the back for wearing suits and driving nice cars.

We often see genuine businessmen who are so focused on their enterprises that they rock up at meetings in the most ridiculous outfits, because fetching a suit from the dry-cleaners would have taken an hour out of marketing or sales. The focus should be on growing their companies and, in turn, developing the continental media. Forget the media until your company actually needs PR. Businessmen who stay out of the spotlight lead much easier lives and find it simpler to focus on their firms.

– Jacob Mhlangu, Daveyton

RAISING REAL MEN

Man has deprived himself of the God-given ability to love deeply in a way that is aligned with the Will of the Almighty. Some men who lack self-control and discipline are unable to simply love by God's grace and become womanisers. As men, we have placed women in the difficult position of raising boys to manhood. No woman can raise a boy properly on her own because what is required is outside her range of experience.

That is why some women have become arrogant. We men have allowed them to step into our gender roles because we are not willing to take responsibility and rule our families authoritatively. We are scared to show deep love for younger men. We need to abandon this, so that we can raise men who God can be proud of and who society will receive as its backbone for development!

We have moved from the role of lovers to abusers. Instead of filling the leadership role given to us by God, we are toying with people we are supposed to lead! This is a clarion call for men to stand together to nurture and nourish the next generation of men. We need to be close to them when they are teenagers and young adults. This is when they require our love and support the most. Some will require an emotional connection, which is something that is impossible without compassion.

– Zweli Qokweni, King William's Town

WINNING LETTER

Being a gentleman is an attitude and a way of life. You are not born a gentleman – you become one. Gentlemen Only Casual Chic is a bold, refreshing fragrance combining simplicity with elegance. Carnal and deep, Gentlemen Only Intense immediately stands out as a fragrance for modern men who proudly assert their sensual side without straying from their natural elegance. This caressing, woody fragrance fascinates with its leather and hide accords.

The writer of this month’s winning letter will receive Givenchy Gentlemen Only, Gentlemen Only Casual Chic and Gentlemen Only Intense fragrances worth R3 269.

WRITE IN & WIN!

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GIVE US MORE FLEX

What a shock I got when I took a look at the cover of your February 2016 issue! The Flex for Sex story made a lot of my colleagues at the university where I work want to borrow my copy of the magazine, but, of course, a distinguished man does not share his DESTINY MAN with anyone. My reason for writing is to applaud your team for the insightful pages on fashion. My son (23) thoroughly enjoyed these, as he is studying fashion. I'd also like to thank you for maintaining a balance between the business and lifestyle sections of the magazine.

Sometimes I wish I could get my issue before everyone else, because I am usually the first person checking at the shop around the middle of the month whether the latest issue is on shelf yet. I look forward to your next issue and am planning on attending a few of your events.

– Frankie Viljoen, Vereeniging