

Meet Molife Kumona, the new editor-in-chief of *GQ South Africa*



By [Evan-Lee Courie](#)

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Molife Kumona will take over the reins as editor-in-chief of *GQ South Africa* effective 20 November 2020.



Molife Kumona, newly appointed editor-in-chief of GQ South Africa

Under license of Condé Nast International, Content Nation Media has announced the appointment of Molife Kumona as editor-in-chief of *GQ South Africa*, taking over the torch from Nkosiya Khumalo, who has been at the helm of South Africa's premier men's lifestyle publication since 1 July 2017.

Khumalo says of his departure, "I have been incredibly fortunate to call *GQ South Africa* both my home and my heart for the past nine years, and I thank my incredible colleagues across the entire Condé Nast family - past and present, local and global - our commercial partners; and our GQ community of engaged readers and audience members for their continuous support and encouragement.

"I depart having every confidence that, alongside the incredible editorial team, the new editor-in-chief, Molife Kumona, will continue to push GQ to even greater heights in 2021 and beyond."

As the new face of *GQ South Africa*, Molife Kumona shares more of his appointment.

“ Since I joined Content Nation Media as online editor three years ago, I have been learning more about both the GQ brand and our valued audiences. I look forward to more discoveries, insights and to providing our readers with the content they want and need to help them live their best life. ”

■ **Congrats on your new appointment as the new editor-in-chief at GQ South Africa. How do you feel about it?**

Thank you so much. I feel enthusiastic about the journey ahead and also grateful for this opportunity. I also have an overwhelming sense of peace.

■ **As the new face of GQ South Africa, what's your editorial vision for the brand?**

My vision can be summed up in the following words: inclusivity; relatability; cutting edge; relevant; tastemaking; and Pan African.

■ **It's been one of the most challenging of times for several publications, particularly in the consumer lifestyle sector. With many publications having closed down, what approach is GQ South Africa taking to stay on the shelves?**

“ It has without a doubt been a challenging time for the publishing industry, and we are still going to have challenges going forward. ”

One thing we have tried to do, is to try our best to meet the market and the advertisers where they are at, by changing strategies and finding new ways to talk to our valued audiences and our advertisers. Ways that not only make them want to read the publication but partner and spend with us. This is an ongoing journey.

■ **You were the online editor for GQ South Africa for some time. What would the new role entail?**

Being in charge of the editorial and commercial strategy of the GQ South Africa digital platforms. So everything from content planning, working with the team for social media and commercial strategies.

■ **How and when did this come about/when does it take effect?**

If you are meaning the position as editor-in-chief, it came about through a series of interviews, presentations and finally the appointment, which was announced on Thursday, 12 November. I officially start my new role on Friday, 20 November.

“ Looking forward to this new role and journey with the team and all of you 💎💎💎💎 Let's grow and learn together ♥

💎💎 <https://t.co/mjiitpzDyl>— Molife Milton Kumona (@MolifeK) November 13, 2020 ”

■ **Do you have any other career highlights to date, besides this?**

Absolutely, one of those is being appointed as head of digital and online editor for all three of the Condé Nast South Africa titles (GQ, Glamour and House & Garden).

It was an exciting yet daunting task (as the person leading the team) to understand the brands and be able to come up with ways to not only grow the digital numbers but also grow revenue. It seemed like a mammoth task when it started, but I had great support from Condé Nast South Africa CEO Mbuso Khoza (who not only believes in people but also pushes you to do the work), my team and the rest of the company as we are all geared towards the same goal.

Another highlight is working at WeChat South Africa as digital community manager for South Africa and Nigeria. This was a new space for me, and my mentor and boss at that time, Makhosazana Zwane-Siguqa took me and threw me into the

deep end with that job and it made me learn a lot about tech, leadership, content creation and understanding different audiences.

The third one would be working as online editor at *Drum* magazine. The brand is iconic.



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■ ***What do you love most about your career, the industry and what you do?***

I love the fact that I get to be in an industry that shows people what's possible. Whether it's through a grooming guide, a feature on how a businessman made his millions, the best hotels to visit or what fitness regime to do to lose weight or gain muscle or even the latest décor trends.

“ I get to be part of the people who show people what and how it can be done. ”

That's very exciting. I also get to meet some of the coolest people in the world, get to pick their brains and learn new perspectives and in some cases, you end up as close friends and associates. I also get to deal with and collaborate with some of the world's (including South Africa), best lifestyle brands, and that's always exciting.

■ ***What's at the top of your to-do list in this new role?***

Definitely looking at some cool young people killing it in the lifestyle industry and see how we can collaborate in line with the brand and my editorial vision.

■ ***The media landscape is forever changing, what are some of the trends we could see in 2021?***

More collaborations. Bespoke events and campaigns. High print and digital collaborations. More user-generated content.

ABOUT EVAN-LEE COURIE

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