

# Claude Hanan



By [Louise Marsland](#)

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Claude Hanan is the co-founder of Superbalist.com along with Luke Jedeiken. Superbalist, formerly Citymob, is an online shopping style destination which was acquired by Takealot.com a year ago. They also created the [Superbalist 100](#) which celebrates 100 young South Africans helping to shape SA youth culture across the creative spectrum, from musicians, artists, creatives, digital strategists, designers and photographers.

**Q: What is the prime objective with the Superbalist 100?**

**A:** We're celebrating the best of youth culture in South Africa. Music, film, art, comedy, business and fashion and the people creating the best of it in our country. These individuals are noteworthy and we wanted to create a platform that celebrates them.

**Q: What impact do you hope this creative 'mission'/campaign will have?**

**A:** We hope it builds awareness around local talent. We've got plenty home-grown talent but there's not enough noise. We also like to add some fun to, at times, dangerously dark days in South Africa. We're not saving lives but we are in the business of making people happy.

**Q: What is your creative focus right now in the business?**

**A:** Cementing our position as the number one youth fashion authority in the country.

**Q: What is your main business challenge in this economy?**

**A:** Speaking of talent, attracting exceptional people to join us is a constant challenge, but that's true for any business. We're fighting ourselves to improve every metric in our business. No unattainable challenges thankfully.

**Q: Most important attribute needed for business leaders today?**

**A:** Humility.

**Q: The biggest trend to note in your industry?**

**A:** Fast fashion.

**Q: What continues to inspire you?**

**A:** Building a great business. Happy staff. Happy customers.

**Q: What does it take to be a start-up founder these days?**

**A:** Passion for what you're doing. Passion will ensure resilience and ambition and results.

**Q: At the top of my 'bucket list' is...**

**A:** Witness the 'great migration'.

## ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).

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