

PUMEZA ZIBI – HEIDEVELD, CAPE TOWN, WESTERN CAPE

Name: Pumeza Zibi

Region: Heideveld, Cape Town, Western Cape

Age: 23 (July 6, 1997)

Occupation:

I graduated with my BTech in Public Relations Management at the Cape Peninsula University of Technology. I am a former digital campaign manager for a global media and communications agency that specialises in digital marketing, strategy, and advertising.



Why did you decide to enter Miss South Africa 2021 and why do you deserve to win this title?

I decided to face my fears and pursue my dream. As a little girl, I wanted to join this amazing platform that represents diverse women. As a young girl growing up in a community, seeing poor homeless people without education, losing someone every single day to drugs and crime, I knew I had to look beyond what I saw. I have what it takes to represent my country and to inspire the underprivileged.

Tell us about your biggest disappointment and how you bounced back from it.

In December 2016, I had just joined a modelling agency and I was invited to attend a lucrative international telenovela commercial casting but I did not make the final cut. I was disappointed and kept focusing on the negatives. A few months later I was asked to attend a casting for another commercial and I realised that in order to be successful I needed to face my fears. I booked the commercial which aired on national television and I was also featured on billboards across the country.

What do you think is the biggest problem facing young people today?

We are hyper-focused on social media, we tend to weigh our achievements, big or small, on what others may think, see, and believe. While that is motivating, it is also our biggest downfall because we seek validation in others through social platforms.

Who are your role models?

My mother. I would not be where I am today without her and I am amazed at how she remained the strong, kind-hearted woman that she is today. She has inspired me to look beyond my misfortunes and still treat everyone equally because you never know what the future may hold.

Tell us a bit more about your family?

My mother Anne recently celebrated her 60th birthday by retiring after 30+ plus years of working for a large retailer as a consultant. My father Velaphi Mathebe, nicknamed 'Dayday', passed away when I was seven. I do not have any siblings.

What do you do in your spare time?

I love to gym, enjoy long drives and love to practice my makeup by exploring various colour eyeshadow pallets.

What is your single biggest achievement?

Graduating from my public relations qualification, was the first biggest decision that I made from the time I was in high school and this choice would transition me into my early adult life. I am proud of the course I chose and understand why I am passionate about and reaped the rewards.

In what way do you think beauty pageants are still relevant today?

Pageants are still relevant because young women need platforms like these to look up to. Every generation needs to be represented. We all come from various backgrounds and using this platform will inspire those after us as we were inspired by those before us. Those that have negative views on pageants overlook how powerful, fearless, beautiful and educated the women who participate are. All the past contestants have contributed to improving their communities and still continue to do so.

What is your message to young girls and young women in South Africa?

Continue to shine, you are different and unique. Share that with the world.

What do you love about South Africa?

I love the flair we bring. We are really a nation like no other. We have multiple languages and various cultures and all those things unite us.

What is one thing you would like to change about South Africa?

The current rate of youth unemployment. We are sitting at a high 32.6% and I want to see a change as there are too many graduates who are not given job opportunities.

2020 and 2021 have been extraordinary years and difficult for people around the globe. Do you see any positives in what has happened in the past 18 months?

As someone who has worked in the digital field, I am happy to see many South Africans embrace the digital landscape. More companies and brands were seeking specialists to attract more people to their business without people physically having to meet them.

If you won the Miss South Africa crown and was able to meet one person, who would it be and why?

Chimamanda Ngozi Adichie. She redefined what modern-day feminism is and I am very inspired by her and would love to meet her.

What is the one thing people would be surprised to know about you?

I grew up a huge worldwide wrestling entertainment (WWE) fan.

What is the No 1 piece of advice that you would give to your younger self?

Continue to shine. You deserve to be happy in your unique ways and never dim your light because of fear.

QUICKFIRE QUESTIONS

Describe yourself in three words:

Observant, considerate and fierce.

What's the best advice you can give in exactly four words?

Be you, be authentic.

Who's your favourite designer and why?

Marc Jacobs, because it's modern sophisticated and I see a lot of myself in the designs.

You have to give up one of these? Handbags or shoes?

Shoes.

What is one thing that we would not know about you just by looking at you?

I love talking to myself out loud when I am alone.

What would be your dream holiday?

Greece.

If you could have any superhuman power, what would it be?

To be invisible.

What are you reading?

Guru by RuPaul.

What music are you listening to?

'90s R'n'B and soul.

What is your favourite TV show?

RuPaul's Drag Race.

What is your favourite meal?

Butter chicken.

Who is your local and international celeb crush?

Trevor Noah and James Scott

What's your guilty pleasure?

Watching cat videos on YouTube.

Social media tags:

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