

Up Close And Personal With Nadia Jaftha

South African social media influencer and media personality Nadia Jaftha has come a long way since she made her debut sharing hilarious videos on Instagram. Today, she is one of the biggest social media personalities in the country and continues to build an empire as she expands into other sectors of the entertainment and lifestyle industries. She is also one of the six celebrities featuring on the current season of Tropika Island of Treasure that is set against the breathtaking island back drop of Curacao in the Caribbean. Now, Nadia is opening up about her involvement in the show and

What attracted you to sign onto a show like Tropika Island of Treasure?

I wanted to take part in Tropika Island of Treasure for a number of reasons. First, I wanted to push my limits a little bit and make myself more self-aware. I also wanted to boost my confidence, show off my competitive side and, most importantly, to just have fun and explore a new island.

How do you plan on out smoothing your competitor throughout the season and get your hands on the shared R1 million grand prize?

I have thought about this long and hard before I jetted off to Curacao. When the rest of the group are socialising, I am going to be the one who goes to sleep early. I am a night owl but I know how important sleep and rest is when taking part in these challenges. I want to keep my head in the game.

What do you think makes a great team mate?

I think having a connection and feeding off one another makes for a good team mate. If I am lacking in one aspect, a good team mate would pick up that slack and vice versa. They will push you, motivate you and help you achieve your best results. I feel that Trevor and I, as #TeamCoolRed, are a great duo!

What do you plan on doing with the shared R1 million should you win this season of Tropika Island of Treasure?

I need to buy a house! You know Cape Town prices are ridiculous when it comes to real estate so winning the grand prize will certainly help me realise that dream for myself. I also plan on saving and investing some of the money should I win, give a portion to charity and use it to do some good in my community.

What has been the biggest challenge throughout your career and how have you overcome it?

The biggest challenge I have faced throughout my career is being judged all the time. People can be really nasty sometimes but I have overcome this by developing a thick skin. I think once I realised that other people's opinions don't matter, I could push myself to a place I have never been before. It is something that is so freeing. That has been the hardest thing.

What five items would you pack for a day at the beach?

A towel, sunblock, a hat, lip ice and a paddle ball.

What's been your most embarrassing moment so far?

My most embarrassing moment was when I was back in high school and I participated in a water gala. I was on my period and my mother, at the time, didn't allow me to wear tampons. So, I wore a big pad and I got it wet during the gala. When it came to the running part of the race, the pad fell out and slapped my thigh while I was running in front of the whole school. Needless to say I was very embarrassed.

Why do you think so many people around the country identify with you and your work?

I'm relatable. I don't think that I am a stereotypical celebrity in the sense that people see themselves in me. Using social media, I show people that I am just like them and I think that being so open with my audience has helped build that relationship.

What's your ultimate travel destination?

The Philippines! I fell in love with the country on a trip there. The people are so warm, the food is amazing and the landscape is still untouched. The street food is amazing, the culture is incredible and I would highly recommend that anyone who is keen on exploring the country does so.

What does 2020 have in store for you?

I just finished filming a movie so keep an eye out for that! I guess you can expect some brand-new music from me this year as well and hopefully more acting gigs. I am really looking forward to branching out this year and making this a year to remember.

Catch Tropika Island of Treasure every Tuesday at 19h30 on SABC 3.