

# Contemporary take on culture

**B**OLD and Beautiful best sums up last week's South African style story. Cast members of the popular soapie were in town doing the rounds at local malls, meeting and greeting fans.

Meanwhile, fashion darling Gert-Johan Coetzee, who has made a trademark of putting celebs on the runway in his gowns, roped in actress Karla Mosley, who plays Maya on the series, to walk the ramp in one of his creations at the equally courageous South African Fashion Week in Sandton.

Vivid colours, vibrant African prints and daring silhouettes defined the Autumn/ Winter showcase that began on Sandton City's rooftop on Tuesday and ended with a trade event yesterday.

More than 53 collections were shown to media and buyers, estimated at about 10 000 guests, who showed up in support of the 20-year-old event.

Sponsors rallied behind the platform as well, among them GQ, Woolworths, Sunglass Hut and Lufthansa.

There were numerous competitions, pop-up shops and the buzz of celebs showing up in style for their social media/fashion moment.

It was a week in our history that was no doubt defined by fashion. By now pictures of Bonang Matheba, regal in red and sitting front row, are iconic of this year's showing; everyone is following Beyonce's make-up artist, Sir John, and drooling over eclectic collections such as RICH Factory, SIES!Isabelle and Rubicon that are excitingly talking to a South African aesthetic.

SIES!Isabelle was flattering and feminine.

Sun Goddess showcased their luxury lifestyle. Rubicon embodies effortless style and sophisticated forms.



Loayo Art & Creations

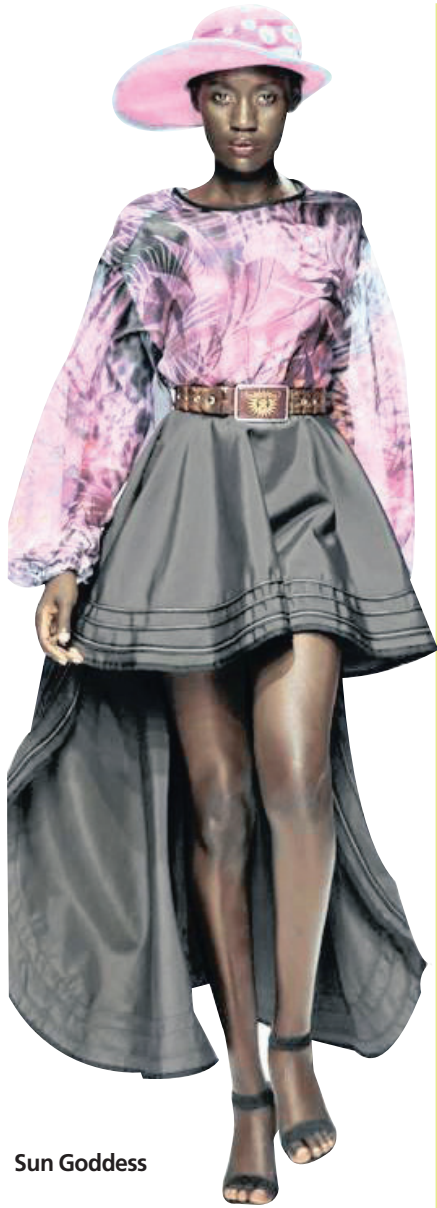
There were loads of millennial pink and black, but the overwhelming impression was of designers embracing colour and culture.

Fashion director Lucilla Booyzen said: "Labels like Mmusomaxwell, Clive Rundle and Erre showed detail and

skill.

Collaborations such as those between Cape Wool SA and Ephymol and Black Coffee are promising.

"And for Woolworths to take work from 11 designers from the runway to the rails



Sun Goddess

Vivid colours and vibrant African prints make for a daring SA Fashion Week, writes **Omeshnie Naidoo**



SIES!Isabelle

is a breakthrough for our designers. Conversations such as Peter Ackroyd talking fast fashion are incredibly stimulating, as are international designers/celebs showing in South Africa.

"For the first time in 20 years I believe we're seeing the true SA soul.

And it's projected with international trends in mind.

"For a designer to create a collection inspired by

his grandmother and her authenticity, he has to let go of cultural dress and get to the heart of his culture!

"This is how we will be able to compete internationally."



Rubicon.



Style by SA

## MEET SIR JOHN: MAKE-UP GURU TO THE STARS

NONTANDO MPOSO

**W**ITH A client base that includes the likes of Naomi Campbell, Beyoncé, Serena Williams and Kim and Khloe Kardashian, one would expect LA-based make-up artist Sir John to have a chip on his shoulder. However, that is not the case.

Sir John has a welcoming and approachable energy around him which made me feel I could chat to him about anything. I met the make-up guru at SA Fashion Week (SAFW) last week after the Woolworths Style By SA showcase in Johannesburg. Sir John was in the country because he has partnered with Woolworths Beauty "WBeauty" for South African Fashion Week, for which they are one of the sponsors.

He held two beauty and make-up master classes at the weekend in Cape Town and Johannesburg. He also created the make-up looks the models wore for the Style By SA runway show.

This year's Style By SA collection features the work of 10 local fashion designers and collectives. Local fashion frontrunners Rich Mnisi, Thebe Magugu, Selfi and AKJP have conceptualised and designed a range made from Better Cotton. The cotton has been sourced from the SADC region, and has undergone a dyeing process that uses only eco-friendly chemicals.

The Capsule Collection taps into some of the season's key new directions, which includes blue and white striped shirting set off with striking accent hues of orange, cobalt and candy pink.

I picked Sir John's brains about the latest beauty and make-up news.

"I flew all the way from LA to see what you guys are doing and to work with WBeauty," he says.

"It's been such an impactful experience; I am so inspired that I will go home with a new found sense of creativity.

"Sometimes you don't turn to celebrities to be inspired, you have to look at what ordinary people are doing for inspiration."

The art student turned producer,



Sir John expounds on his views.

PICTURE: RIZQUA BARNES

mentor and brand ambassador rose to fame through his talent for creating looks that highlight natural beauty, and a deep understanding of a variety of skin tones.

I asked him about his take on the current beauty landscape, with singer and songwriter Rihanna shaking up the industry with her Fenty Beauty make-up for all skin colours, all undertones, from all countries.

It's a monumental time for women of colour who for a long time have been offered a tiny crumb when it comes to make-up that suits the different shades of black skin.

Sir John's advice for aspiring make-up artists: "Take a painting class, paint. Don't go directly into make-up but pick up a brush and paint on canvases. Paint on the walls and on anything you can get your hands on.

"And if you don't have expensive paint, make your own dyes. I know that sounds far-fetched but if you have an orthodox view, if you go to a museum and you see what the artistic masters have done and you translate that into a canvas. If you have a sense of where we have been as a society you will be one of the best and the most powerful make-up artists in the world."

Shop the Style By SA collection is available at Woolworths stores and online at: [www.woolworths.co.za](http://www.woolworths.co.za)

# LIGHT YEARS AHEAD.



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