



Fashion Editor Chu fashion@fairlady.com

What's new in fashion and style

The Chu rules of shopping:

- Don't shop only when you have a special function to attend, as you're more likely to end up with a wardrobe full of worn-only-once clothes. If something grabs your attention and suits you, buy it – that way you know that you'll always have something to wear when an occasion presents itself.
- Do you really want to spend R500 on a white shirt? Buying an affordable white cotton shirt would probably be wiser than splurging on an expensive one, as they inevitably fade and become yellow after a number of washes.
- If you're on a shoestring budget, avoid buying very bright colours, as they can end up looking cheap if the clothes are not top-of-the-range quality.

Translated from the Japanese

as 'to reconstruct' or 'to reassemble', *Sai So* is a clothing label that uses the fabrics from vintage silk Japanese obi belts and kimonos to create unique new tailored garments that bridge ancient and contemporary living. Available exclusively at Lulu Yantam. Call (021) 683-8148 for more info.



Passionate about fashion and inspired by the colourful creativity of Africa's designers, Jennifer Fair set up a business in 2002 – called Africa Fair – that would bring the finest African accessories to the global fashion community. She believes there is an international market for innovative African design.

The latest winter range was launched at Première Classe in Paris. Africa Fair is currently based in Cape Town, New York, London and Paris. For more info, call (021) 797-7352 or e-mail Jennifer@africafair.com



'A fad is less than a fashion. If it were a fashion, people would copy it'

– Art historian Ernst Gombrich

Look good on your morning run

with Maya WNs (R699) from the Puma range, which are modelled on original racing spikes. Not only does the '80s-inspired style encourage running in bold colour, but it also works well with a denim number. Call (021) 551-0832 for stockists.



Five times the size of her first store, Doreen Southwood's new MeMeMe boutique in Cape Town's Long Street is the place for people who like to create their own fusion. Doreen stocks her own line as well as new collections of Stiaan Louw, Jeanne Botes, Coppelia, Darkie, Alfalfa and I Love Leroy. You'll also spot arty bits and pieces here, such as small sculptures and prints by Francois van Reenen, and the latest creations of jewellery designer Carine Terblanche. Call (021) 424-0001.