

# 'FABRIC DESIGN ALLOWS US THE LUXURY OF MAKING THE ORDINARY LOOK EXTRAORDINARY'

CATEGORY FABRIC  
WINNERS **AMANDA HERHOLDT AND LISE BUTLER,  
THE DESIGN TEAM**

It says something about the impact of your fabrics when people wrestle with the choice of either wearing your designs, or making scatter cushions from them to beautify their homes. Amanda Herholdt and Lise Butler (baby Ethan pictured here is hers) are former textile and surface design students who joined forces as the Design Team. They had their first range of scatter cushions snapped up by Loads of Living at Decorex 2000 and what began as a hands-on family-ship-in type business has expanded to a thriving factory operation in Pretoria.

The hand-printed linen and cotton fabric is inspired by their everyday lives rather than anything glamorous. Amanda and Lise create fashionable fabrics and have expanded their portfolio to include handbags, kitchenware, lampshades and a bedding range.

**Why we think they're winners:** Their design applications have no limits and their innovative approach brings life and originality to the marketplace.

**What's next?** Introducing an exciting range of designs to the corporate world.

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