

## PROFILE

**B**ECAUSE Amanda Herholdt (left) and Lise Butler (right), graduates of the former Pretoria Technikon in textile design and technology, now have their own design and textile company, Design Team.

- **BECAUSE** success came overnight – once Loads of Living spotted their products at Decorex 2000.

- **BECAUSE** their first visit to Loads of Living, armed with a street map and 40 scatter cushions, immediately brought in an order. With no production team, even Lise's mother had to sew through the night to meet the delivery deadline.

- **BECAUSE** the team consists of just seven people and even the seamstresses get excited when a new design becomes reality. Lise handles the business and marketing side and Amanda supervises design and production.



## VISI'S DREAM TEAM

- **BECAUSE** the team is expanding its range of products to include handbags and kitchenware as well as the covetable lights that had the media raving at SA Fashion Week last winter.

- **BECAUSE** their designs are now also stocked by LIM, A Store, Weylandts Homestore and Truworths. They also designed the Essence fabric range for St Leger & Viney.

- **BECAUSE** they are motivated by fun and the whole team participates in the creative process. "We draw our inspiration from what's around us and then we put our own stamp on it – and that can sometimes be tongue-in-cheek," says Lise.

- **BECAUSE** they're passionate about colour and fabric. "The possibilities are endless! We are involved in every phase, from design to printing to the final product. And every phase adds something new."

- **BECAUSE** their designs are fashion items, which can be changed every season to bring new life to a room.

- **BECAUSE** they now have their own well-deserved factory in Centurion.

- Design Team 012 653 8738

