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FROM THE BOARDROOM

"PROTEAS ARE NOW WRAPPED IN MOHAIR"



We are pleased to announce that the Protea's Cricket Team will be wearing Mohair suits as their formal wear for the next contract period (June 2009 to June 2010)

This has all been made possible thanks to signing a contract with Christiaan Erasmus, the fashion designer who dresses amongst others the Protea's cricket team, presenters on Summit TV, Mamelodi Sundowns (SA Soccer team), Frask Robinson (Fokus), and Supersport United Football Club (current league champions).

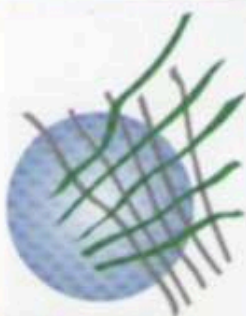
Christiaan's brands are CEE and the Christiaan Erasmus brand.

The fabric of choice has been supplied by Miyuki (Japan) as we honour them for their 30 years of dedicated and unwavering support for the South African Mohair industry. Christiaan was the only

South African designer to be selected to show at the United Nations charity fashion show in London on the 6th of March 2009. British Telecoms (BT) sponsors the UNICEF show. 40% of his collection will be Miyuki Mohair fabric sponsored by Mohair South Africa and he will be the only designer showing menswear!

The last part of the contract between CEE and MSA is to supply a mohair collection which will be available via his own signature store which should open mid year 2009 in Johannesburg. He intends to supply Mohair suits via his network of retail clients through out South Africa. See www.christiaanerasmus.co.za

Watch this space!



Discover
natural
fibres
2009



COMMENTS FROM A PRODUCER

Anton and Katrina Nel, Mohair farmers from the Karoo attended the 2009 Heimtex. They saw this as a gathering of the global textile players and that Mohair must be present.

A representative from the Linen industry moved amongst the stands promoting the qualities of Linen and the various product options available. This Anton believes is something that Mohair SA should consider doing.

They both felt that as an industry we need to re-look the designs of our products and we need to make these products trendier. We need to evolve and modernize mohair.

The appearance of the stand that is set up at an event of this magnitude and class must be top drawer. It should tell a story, be fashionable and follow current trends. This is after all the first impression that buyers get of the company.

However to do this costs money and as an industry we need to consider a generic Mohair stand at an event like this.

Anton noted that the UK Wool board and the Cotton Board of America have generic stands where they present their associations and their fibre. They witnessed first hand how a mohair blanket, had a label on it with an image of a Cashmere goat and referred to it as a woolen blanket!!

COMMENTS FROM ABAFAZI



Abafazi stand at Heimtex10 - 'How to do it'

With the current world wide financial crisis putting a severe restraint on buyers we didn't really know what to expect from our participation at Heimtex. Overall attendance figures for Heimtex had declined by 15% and there were less exhibitors present than in previous years.

But despite the prevailing gloom our wonderfully unique Mohair & Ostrich Feather Throws received an amazing amount of interest. We were very fortunate that TWO of our Mohair Throws were chosen to be show cased in the prestigious 'Trend Forecasting Forum' where no other mohair was featured. The Trend Forecasting Forum is 'the' platform for 2009/10 Trends in the Textile Industry worldwide. These 'Trends' do not only relate to Design, Colour & Texture but also reflect a 'New consciousness'. Products made from natural fibres, environmentally

sensitive production methods and social responsibility were highlighted and given prominence at the 'Trend Forecasting Forum' in the form of a separate display. Here Abafazi was the only company that featured prominently and was given a special display with a detailed write up.

We also decided to take out a quarter page of advertising in the Official Heimtex Magazine which gets handed out to each and every visitor as they enter the show. In the end our promotional efforts for our luxury Mohair throws really paid off. Our stand was extremely well attended with many buyers coming straight from the 'Trend Forecasting Forum' to see our display. Even our three sales staff struggled at times to cope with all the enquiries. In the end we achieved the same turnover from direct orders as we did the previous year. We were also happy to appoint a

distributor for Australia. But on a more in depth analysis most of the orders placed came from small individual retailers/decorators from Germany, Portugal and other EU countries. Interestingly, one of these orders from a German retailer was for our Mohair throws and shawls to be given as presents to all the celebrity actresses at the Berlin Film Festival.

Immediately after the closure of Heimtex we set up at the Maison & Object show in Paris. We attended for the first time. What a show! The talk was always that this is 'the' most beautiful show there is. It's not only a textile show but includes furniture, kitchenware, gifts, art and 'treasures from exotic places'. As at Heimtex the response was phenomenal. We received orders not only from French customers but also from most central European countries. In fact only half the orders taken came from France. We are definitely planning to also attend this show as well as Heimtex in January 2010.



Abafazi stand at Heimtex10