MAKE YOUR WORLD BEAUTIFUL

Be your own boss

Talk to his heart with our romantic dinner

45 pages Advice for (and from) creative entrepreneurs

Craft your own business

Get to grips with marketing

Make your own stamps for cards and packaging

Clever plans for cross-stitch products

Turn the summer harvest into profit

Cook your food from scratch — it’s good for everything!
FOR DOGS WITH REALLY GOOD TASTE

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FROM THE EDITOR

Just when the year is starting to feel too long and everyone is tired, I get my annual injection of inspiration. This is when Dala and I pack our bags and travel around the country visiting the creative people who make our entrepreneurs’ issue possible.

We started our trip for this edition in Pretoria, with Corlie from Cleilap. As is typical of our entrepreneurs, she quickly made her colourful apron the night before as she thought it would look nice in the photos — and it does. The space that she shares with Minette Zaalman is vibrant, and it wasn’t long before we were in the house looking at the walls (and floors) that are full of Minette’s own and her collected artworks. The ginger tea flowed and the crunchies looked wonderful, although my sugar-free, low-carb diet kept me away from them. ‘We all know each other. Pretoria is small,’ said Corlie, while we were chatting about our plans for the rest of the week.

Our next appointment was with Riaan and his gorgeous paintwork and delightful sense of humour... not to mention the delicious red velvet cake. ‘You need to treat people well — Pretoria is small,’ he said. And so we travelled on, eating and chatting, to Kameeldrift, Silverton, O.R. Tambo, and onto the plane to Durban.

First stop and Barry from What’s Cutting, who made the Maya Angelou quote on the facing page for us, told us about the lessons he’s learned from Nadia (in our Christmas issue) and the packaging he’s making for Max (our next appointment). Durban is obviously just as small!

And this is the best part about our creative community with its colourful makers of lovely products — everyone loves rolling up their sleeves and crafting things themselves, and that’s why you’ll often find them at all the same places, whether it’s a workshop, or a market, or simply around the same table. Birds of a feather have a way of finding each other and then the world becomes a small place.

Enjoy reading their advice, but set aside enough time to be creative yourself and to spoil the love of your life with Louisa and Hannes’s Valentine’s dinner. This day is not only for teenagers — we could all do with a bit of fun and romance.

• Follow my New Year’s plans on instagram.com/terenalerox

PHOTO: JOHAN VILJE • HAIR AND MAKE-UP: MELISSA FRISCH SUPERPONYA
You can't use up creativity. The more you use, the more you have.

MAYA ANGELOU
THINGS TO DO IN FEBRUARY

compiled by LARA FOREMAN

creativecalendarideas@gmail.com

GAUTENG 26 February – 1 March
• At the JHB Homemakers Expo at The Dome in Northriding you'll find the trendiest home, decor and lifestyle ideas. Tickets cost R90 for adults, R60 for pensioners. Go to www.homemakersonline.co.za or call 086 111 4663.
• 20-22 February The Jozi Film Festival showcases the latest multi-genre films made by South African and international filmmakers at several venues across the city. For more information, go to www.jozifilmfestival.co.za.

KWAZULU-NATAL 14 February
The Old Mutual Music at the Lake Valentine’s Day concert at the Durban Botanical Gardens features Kahn from The Parlotones and the Durban City Orchestra. Proceeds go towards the Garden Window Project. For more information, go to www.durbanbotanicgardens.org.za or call 031 322 4021.

WESTERN CAPE

• Every Wednesday in February and March Learn about the workings of Durbanville Hills’ cellar during harvest. The evening costs R450 per couple and includes a picnic with a bottle of wine. Booking is essential. Contact Simone Brown on 021 558 1300 or email sibrown@durbanvillehills.co.za.
• 7 February Enjoy the Summer Wines Festival at Leopard’s Leap in Franschhoek from noon to 5pm. Tickets are available from www.webtickets.co.za at R120 per person. For more information, call 021 876 2861.
• 11 and 25 February Don’t miss the Stellenbosch Street Soirées from 6pm. Tickets R50. Go to www.wineroute.co.za, or STBStreetSoirees on Facebook.

13-15 February 2015 Attend the Cape Town Antiques, Art and Design Expo at The Lookout at the V&A Waterfront. Entry is R60. Go to www.saada.co.za.

• 14 February Bring your sweetheart and a blanket to a Valentine’s concert with Watershed at Cascade Country Manor in the Paarl winelands. Gates open at 4pm. The price is between R600 and R1 250. Go to wwwcascadefalls.co.za.

NOTES

Limpopo
14 February
Spoil yourself with a creative Valentine’s morning in Phalaborwa with Lize Cloete in collaboration with IDEAS. Find inspiration for table settings and take home something you created yourself.

To book, contact Inhouse Phalaborwa on 015 781 2676 or email phalaborwakreatief@gmail.com for more information.
Choose seasonal fruit, vegetables and herbs to ensure the best in nutrition and flavour, as well as the best price. You’ll also be doing our planet a favour as seasonal eating cuts down on long-distance transport and the cost of storage.

**IN SEASON IN FEBRUARY**

**Vegetables:** asparagus, beetroot, brinjal, cabbage, carrots, chives, courgettes, cucumber, endive, garlic, green beans, lettuce, sweet corn, mushrooms, onion, potatoes, pumpkin, radishes, spinach, squash, sweet peppers, sweet potatoes, tomatoes, turnips.

**Fruit:** apples (including Top Red, Starking, Golden Delicious and Royal Gala), bananas, berries, figs, granadillas, grapes, mangoes, melons, nectarines, peaches, pears, pineapples, plums, pomegranates, prickly pears, sweet melon, watermelon.

**Herbs:** basil, bay leaves, dill, fennel, marjoram, mint, origanum, parsley, rosemary, sage, thyme.

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**POPULAR MARKETS**

- **BLUE BIRD GARAGE FOOD AND GOODS MARKET** takes place every Friday in an aeroplane hangar in Albertyn Road in Muizenberg, Cape Town, from 4pm to 10pm. Go to www.bluebirdmarket.co.za.
- **THE I HEART MARKET** takes place on the first Saturday of each month at the Moses Mabhida Stadium in Durban. Go to www.iheartmarket.blogspot.com.
- **CAPITAL URBAN MARKET** takes place on the first Sunday of every month in Corobray Avenue in Pretoria from 10am to 3pm. You’ll find handmade goods ranging from design and fashion to food. Go to www.marketcapital.co.za.

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**PHOTO OF FRUIT THURSTOCK**

**MARCH IDEAS ON STREET**

- **25 to 27 February** Design Indaba Conference, CTICC
- **26 Feb to 1 March** Homemakers Expo, Gauteng
- **27 Feb to 1 March** Design Indaba Expo, CTICC

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**STICKER SUPPONISTA**

**VALENTINE’S DAY**

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**MARCH 2015 IDEAS 9**

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**LOCAL & SEASONAL**

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Things to Read in February
Compiled by Diana Procter
Diana.Procter@media24.com

Craft & Lifestyle

The Life-Changing Magic of Tidying Up by Marie Kondo
(RH, R225) The author says that if you properly simplify and organise your home once, you'll never have to do it again. With guidance for determining which items in your house 'spark joy' (and which don't), her book will help you clear your clutter and enjoy the magic of a tidy home – and the calm, motivated mindset it inspires.

Painting and Decorating
by Alison Jenkins (RHS, R170)
This useful compendium is packed with tips, techniques, quick fixes and trade secrets aimed at complete beginners planning their first home makeover. Readers will learn how to achieve a really good finish, really fast while avoiding the types of pitfalls and mistakes that often beset the occasional DIYer.

Food

Venice by Katie and Giancarlo Caldesi (Hardie Grant, R485)
A collection of some of the most delicious and authentic recipes Venice has to offer. Make polpette (salty pork rissoles) or sarde in saor (marinated sardines), or fritelle, the sweet dumplings that have been served on the city's streets for centuries, and be transported to Italy with every beautiful page.

Coffee Culture by Peter Primich and Jennifer Stern
(Map Studio, R250) This guide is for anyone who loves coffee and wants to know where to get the best cup in South Africa. Learn about the business owners, their coffee philosophy, what is special about their brewing style, and where to find them. Gain insight into the history of coffee and learn how to brew great coffee at home.

Nora Webster by Colm Toibin (Penguin, R290)
It is the late 1960s in Ireland. Nora Webster is living in a small town, trying to rebuild her life after the death of her husband. She is fiercely intelligent, at times difficult and impatient, at times kind, but she is trapped by her circumstances and waiting for any chance that will lift her beyond them.

More Fool Me by Stephen Fry (Penguin, R295)
Stephen Fry invites readers to take a look at his life story. It is a heady tale of the late 1980s and early 90s, in which Stephen – ever more driven to create, perform and entertain – burned bright and partied hard with famous and infamous friends, regardless of the consequences. An electric and extraordinary book.

Blogs of the Month

Manger (mimithorisson.com)
Mimi and her photographer husband live in a farmhouse in the vineyards of Médoc, in the Bordeaux region in France. She loves food and cooking, and about two years ago felt the need to share her culinary experiences. So her blog Manger was born and, she says, 'while the rest may not be history it's my story and my family's'. Her cookbook, A Kitchen in France, was released last October.

ohhappymaday.com
This lifestyle and design blog is written by event planner Jordan Ferney, who lives in San Francisco. It is updated daily with DIY party projects, party planning ideas, interior design, weddings, letterpress and invitations, design, photography, and anything pretty. The site offers affordable design inspiration and realistic entertaining advice as well as playful and original party ideas.

Find more issues at magazinesdownload.com
Goes deep to the cellular level. Repair damaged hair in just 5 washes.*
Dove Intensive Repair. Feel the difference.

*When using shampoo and conditioner vs. non-conditioning shampoo, after 5 washes.
CLOSE TO THE HEART

Show your love with these Valentine-inspired goodies that we found in store for you.

1. **Bowled over** Keep sweet treats for your love in a heart (R130) from Elsje Burger.
2. **Love magnets** Stick love notes up on the fridge with cute magnets (R265 for 20 wooden and 15 Perspex magnets) from Greengrass Design.
3. **Write a letter** Go old-school and write love letters to your darling. Keep your pens in this stylish pencil bag (R89) from Typo.
4. **Celebration time** Be romantic with Stormhoek Sparkling Rosé Moscato (R49,95) from Woolworths.
5. **Language of love** Find out how people around the world whisper sweet nothings with *The Art of I Love You* (R210) from Quirky Me.
6. **Bejewelled** Give someone special a pendant (R499) from Miglio.
7. **Gentle hint** Hang up this flag (R210) from Zana Products as a daily reminder.
8. **Safe and sound** Keep your special letters in this mail holder (R190) from Quirky Me.
9. **Love lights** Create a romantic setting with these heart lights (R275) from Typo.
10 Heart stopper This bottle (R160) from My China Ceramics will be perfect on the table for your Valentine’s dinner.  

11 Is it me you’re looking for? Place inspirational quotes in bright frames (R329.95 for four) from Typo.  

12 Keep it together Make heart-shaped pegs for your love letters: apply spray glue to one side of a wooden heart and sprinkle it with gold glitter. Glue the heart to a small peg. Hearts and pegs are available at craft shops.  

13 Stamp it Use this stamp to decorate cards and invitations, and even your napkins. Stamp (from R40) from craft stores, and Typo and Quirky Me.  

14 Love on the wing ‘If you love something, set it free. If it comes back, it was yours to be.’ Wooden heart with wings (R1 100) from Hartedief.  

15 It’s a wrap Add a little love to your gifts with this heart ribbon (R194, 50-metre roll) from Weavewell.  

16 Love in a cup These cups (R68 and R65 each) from Quirky Me are perfect for your espresso.
Bed from Bed King.
Buyer’s guide on page 5.

SHOT ON LOCATION
AT TRADE SECRET
(021) 447 1186,
trade-secret.co.za
GOOD NIGHT

Sleeping in a room that is totally your style makes for a happy bedtime. Take inspiration from your wardrobe and make a doggy bed that fits right in.

by CARIN SMITH photos ED O’RILEY
ROMANTIC

Layer antique lace and add touches of luxurious mint-green velvet and soft rose pink to make this romantic bedroom perfect for any princess. Our dog bed with its velour and florals becomes another gorgeous accessory to this look.

(Dog bed instructions on page 22.)

Mirror (R999,99) and green silk cushion (R459,99) from Mr Price Home. Cotton lace (R700 per metre), cotton border (R800 p/m) and mesh lace (R380 p/m) draped over fourposter, and cushion on chair (price on request) from Merci. Embroidered throw on bed (R900) from Markgoed. Vintage tablecloth (from R1 200) from Onsite Gallery. Lace cushion (R500) from Love Lolla at Present Space. Side table (R1 855), chair (R3 250) and glass cabinet (R12 895) from Trade Secret. Chandelier (from R3 999) from Smilays At Home. Wedding dresses (price on request) from ElBeth Gillis. Rug (R41 403) from Gonsenhausers Fine Rugs.

Paint: Dulux Rose Trellis 6
Embrace this romantic look with soft pastels, touches of delicate lace and light layers.

Dress (R999) from Sissy Boy. Necklace (R679,95) from Lucky Brand at Edgars. Shoes (R399) from Queue Shoes.
CREATE A PLUSH FEEL WITH DEEP TURQUOISE, RICH JEWEL COLOURS AND AN ECLECTIC MIXTURE OF PATTERNS. OUR COLOURFUL DOG BED IS AS VIBRANT AS THIS STYLE.

BOHEMIAN

Dress up a casual maxi dress with comfortable wedge sandals and accessorise the look with loads of bracelets and a colourful bag. Dress (R550) from Tashkaya at Nap. Bracelets (from R399) and bag (R399) from Accessorize. Shoes (R399) from Wild Alice at Queue Shoes. Lamp shades (R500 each) from Abode.
TIP Use décor pieces in unexpected ways. A second-hand window frame makes a dramatic headboard and small stools are the perfect height for bedside tables.

Window frame (price on request) and striped cushion (R295) from Peter Osborn Furniture. Paper lanterns (R199,95) and glass jars on stool (R99 each with lid and straw) from Typo. Printer’s tray (R395), wooden stool (R995), woven basket (R95), bird cushion (R795) and wire basket used as a bedside table (R1 295) from Weylandts. Bracelet (R395) from Miglio. Clothes hanging on the wall (from R520), quilted throw (R1 500) and yellow scarf (R650) from Mr & Mrs. Paint: Plascon Bermuda Shore (B1-D1-2)
WHITE & ECLECTIC

White on white with hints of chartreuse and turquoise make this the perfect relaxing, summer bedroom. A frilly white dog bed with quirky bone bunting adds to this look.

TIP
When decorating with whites always play with different textures and add hints of colour and small patterns for interest.

(Dog bed instructions on page 24.)

White duvet and pillow set (R579.99) from Mr Price Home. Crochet throw (R3 200) and lampshades (R400 each) from Love Lolla at Present Space. Side table (R799) from Photoblox at Present Space. Frame (R329 for a set of four) from Typo. Small alarm clock (R220) from The Space. Wicker chair (R4 400) from Abode. Round cushion (R295) from Plan B Vintage. Chevron cushion (R275) from Zana Products. Printed ‘Mr T the Bulldog’ cushion (R280) from Ménagerie. Wallpaper (price on request) from Robin Sprong Wallpaper.
Keep cool in this season’s hottest colour: white. Look for a long dress with lots of texture that you can dress up or down.

Dress (R2490) from Habits. Beads (R265 per string) from Lulu Belle.

Find similar shoes (from R750) at Woolworths. Cushion covers (from R300) from Skinny LaMinx.

Model: Irsida from D&A Model Management.

Hair and make-up: Lyndall from Supernova.
FIT FOR A QUEEN

Try your hand at making a beautiful pet bed using our basic dog-bed project and then decorate it to go with your bedroom.

projects by KEVIN SWARTS, ANISA DU PLESSIS and CORNEL STRYDOM

Basic dog bed

You will need
- 176 x 22 x 5cm piece of high-density foam
- circular piece of high-density foam, 48cm diameter x 5cm thick
- one 190 x 54cm piece of white fabric
- one 62cm diameter white fabric circle
- two 49cm diameter white fabric circles
- one 150 x 7cm piece of white fabric

To make
NOTE All seam allowances are 1cm.

1. Ask the foam merchant to glue the two 22cm ends of the foam together to form a ring for the sides of the basket.

2. Pin and sew the two short edges of the 190 x 54cm piece of fabric, right sides together. Press the seam open. Divide one edge of the fabric tube into quarters and mark with pins. With the right side facing outwards, cover the foam ring with the fabric, pinning the two edges together along the bottom. Next, push the bottom edge of the foam down towards the opposite edge, placing pins through both layers of fabric to hold the foam in place. This will make it more manageable to sew the bottom panel in position.

3. Divide the 62cm diameter fabric circle into quarters and mark with pins. Pin the circle to the bottom of the basket side panel, right sides together, and matching the quarter marks. Sew and overlap the bottom panel to the side panel. Remove the pins that are holding the foam down, allowing it to fold back into position. Turn the bed right side out. Pull the fabric cover until the bottom seam lies along the outer edge of the bed and the seam is covered on the inside.

4. For the cushion, sew the short edges of the 150 x 7cm side panel and press open. Divide the side panel into quarters and mark both edges with pins. Divide the two 49cm diameter circles into quarters and mark with pins. Pin and sew the side panel to one of the circles. Sew the second circle in the same way, leaving a 25cm opening in the seam. Insert the foam into the cover and sew up the opening by hand using slip stitch.

To make
NOTE All seam allowances are 1cm.

1. Overlock the four 60cm edges of the two velour panels. Pin the two panels, right sides together, and sew the two 60cm seams to form a tube. Press the seams open and overlock one of the edges of the tube. Press a 2cm wide casing to the wrong side and sew in position, leaving a 2cm opening. Use a bodkin to thread the cord through the casing. At the opposite edge, sew two rows of gathering stitches. Divide the edge into quarters and mark with pins. Divide and mark the quarters on the 52cm fabric circle. Pin the velour panel to the circular panel, matching the quarter marks, before gathering the velour panel to fit the circle. Sew and overlap the seam. Turn through to the right side.

2. To make the cushion cover, fold the 52 x 52cm piece of fabric in half, right sides together. On the back of the fabric, mark a semicircle with a radius of 24.5cm. Add a 1cm seam allowance to the straight edge of the semicircle, before cutting the two panels. Overlock the two straight edges and pin the panels right sides together. Sew the first and last 4.5cm of the seam before inserting the zip into the opening. Divide the circle into quarters and mark with pins.

Romantic dog-bed cover

You will need
- two 96 x 60cm pieces of velour
- one 52cm diameter floral fabric circle
- two 76 x 21.5cm pieces floral fabric circle
- one 52 x 52cm piece floral fabric
- one 20cm diameter velour circle
- 2m cord
- 40cm zip
Bohemian dog bed

You will need
- one 54 x 190cm piece of pink fleece
- one 43 x 159cm piece of brown fleece
- one 52cm diameter brown fleece circle
- one 75cm diameter brown fleece circle
- matching thread

- variety of embellishments (buttons, pompons, crochet flowers, and so on)
- fabric marking pen
- two 1m lengths of 6-cord elastic
- glue gun and hot glue

To make

NOTE All seam allowances are 1cm.

1 To make the inner section of the cover, pin and sew the short edges of the 43 x 159cm panel, right sides together, to form a tube. Divide one edge of the tube, as well as the 52cm fleece circle, into quarters and mark with pins. Pin and sew the tube to the circular panel, right sides together, matching the quarter marks.

2 Next, make the pink outer panel by marking two lines parallel to the 190cm edge. The first line should be 15cm down from the top edge, and the second 22cm down from the first line. If any braid is being used to decorate the cover, sew it onto the strip between the two lines. Next, pin and sew the short edges of the panel, right sides together. Overlock the lower edge of the cover. Pin and sew a 1.5cm wide casing, leaving a 2cm opening to thread the elastic through.

3 To cut the ties, divide and mark the top edges of the inner and outer panels into quarters. Pin the inner and outer panels together, matching the quarter marks, and stretching the inner layer to fit the outer. Cut the two layers into strips 4cm wide and 15cm long. Tie each pair of strips to attach the inner to the outer panel. Place the cover over the dog bed. Thread a 1m length of elastic through the casing and draw in to gather the bottom edge of the cover over the dog bed. Tie the ends of the elastic and cut off any excess elastic. Glue the remaining embellishments to the side of the cover with some hot glue.
4 Overlock the edge of the 75cm diameter fleece circle. Pin and sew a 1.5cm wide casing around the edge, leaving a 2cm opening. Thread a 1m piece of elastic through the casing, gathering the edge, and tie the ends. Place the cover over the cushion.

Dog-bone cushion

You will need
- two pieces of contrasting fleece
- 2 large bells
- polyester toy stuffing

To make

NOTE All seam allowances are 1cm.

1. Draw a bone-shaped template in the desired size and cut one panel from each of the two pieces of fleece. Pin and sew the two panels, right sides together, leaving a 5cm opening. Turn through to the right side. Fill the cushion with stuffing and place the two bells inside. Sew up the opening by hand using slip stitch.

2. To complete, sew on an embellishment of your choice (we used crochet motifs).

Frilly white pet bed

White linen cover

You will need
- one 159 x 24cm piece of fabric (inner panel)
- one 52cm diameter circular piece of fabric (bottom panel)
- two 80.5 x 8cm bias strips (top panels)
- two 200 x 27cm pieces of fabric (frill)
- one 50cm diameter circular piece of faux fur
- 188cm cotton tape
- matching thread

To make

NOTE All seam allowances are 1cm.

1. Sew and overlock the short edges of the inner panel to form a tube. Divide one edge into quarters and mark with pins. Do the same with the circular bottom panel. Pin and sew the inner panel to the bottom panel, matching the quarter marks.

2. Place the two bias strips right sides together. Sew and overlock the short ends to form one continuous strip. Pin, sew and overlock the bias strip to the top edge of the inner panel, right sides together. Divide the opposite edge of the bias strip, as well as the cotton tape, into quarters and mark with pins.
Pin the cotton tape over the seam line on the wrong side of the bias strip, matching the quarter marks. Stretch the sections of bias strip between the pins to fit the cotton tape and pin in position. Sew the cotton tape to the bias strip.

3 Sew and overlock the short ends of the frill, right sides together. Overlock and sew a 2cm wide hem along one edge of the frill. Overlock the opposite edge and press a 3cm wide hem to the wrong side. Along this edge, sew two rows of gathering stitches, 1.5cm and 2.5cm down from the folded edge. Divide this edge into quarters and pin to the edge of the bias strip, matching the quarter marks, and placing the frill’s hem on top and in line with the bias strip’s edge. Gather the frill to fit the bias strip and pin it in position. Sew the frill to the bias strip 2cm down from the folded edge.

4 Overlock the edge of the faux fur circle. Sew the fur to the top of the cushion by hand with running stitches along the top edge.

Give-a-dog-a-bone bunting

You will need
- 50g Elle Premier Natural Cotton Double Knit White
- 50g Elle Premier Natural Cotton 4-Ply Natural
- 3.5mm and 3mm crochet hooks
- tapestry needle
- scissors

**Difficulty = EASY**

Abbreviations

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Bone inside

Using 3.5mm crochet hook and White, work 16 ch.

1st row: start in 3rd ch from hook and work 1 htr ea in every ch [14 htr].

2nd row: work 2 ch, work 1 htr in ea htr of previous row [14 st].

3rd row: work 2 ch, work 1 htr in ea htr of previous row [14 st]; continue with ‘Bone one end’ without finishing off.

Bone other end

Join yarn to position 5 (photo 2 on page 26), continue with pattern as in ‘Bone one end’ from * to *.

Repeat 5 more times to make bones for a string of bunting.

Bone one end

Ch 2, * work 6 tr in position 1 (see photo 1 on page 26), sl st into position 2 (see photo 1), work 6 tr in position 3 (see photo 1), ch 1, sl st into position 4 (see photo 1), finish off *.

To make up

Using 3mm crochet hook and Natural, work 100 ch.

Work sl st into 4th tr of 1st 6 tr-gr on one end of bone (see photo 3), ch 4, work sl st into 4th tr of 2nd 6 tr-gr on same end of bone (see photo 3), ch 16 *, rep * to * for other 5 bones on bunting, ch 100, finish off.
Miniature bone bunting

You will need • 50g Family Knit Light Grey • 3.5mm crochet hook • tapestry needle • scissors • pins

**Difficulty = EASY**

**Abbreviations**

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**Bone inside**

Using 3.5mm crochet hook and White, work 12 ch.

1st row: start in 3rd ch from hook and work 1 htr ea in every ch [10 htr].

2nd row: work 2 ch, work 1 htr in ea htr of previous row [10 st]; continue with 'Bone one end' without finishing off.

**Bone one end**

Ch 2, *work 4 tr in position 1 (see photo 1 above), sl st into position 2, work 6 tr in position 3, ch 1, sl st into position 4, finish off leaving a 20cm loose end*. Repeat the above as required.

**Bone other end**

Join yarn to position 5 (photo 2), continue with pattern as in 'Bone one end' from * to *.

**To attach**

Place mini bones on the frill of the dog-bed cover, pin in position and sew to the fabric using the loose end on the mini bone.
IN GOOD COMPANY

Sew and grow your sewing skill to your heart’s content with Bernina – your trusted stitchcraft companion.

Sewing is a rewarding and creative pastime but in order to make the most of your hobby you need to invest in a sewing machine that is tailored to your needs.

YOU CAN’T BEAT QUALITY

A good quality sewing machine will offer you a variety of stitches, will be able to handle any weight and type of fabric and will boast a host of accessories and features enabling you to cope with any sewing situation.

AND NOW FOR SOMETHING COMPLETELY DIFFERENT

From time to time you may want to spread your creative wings and tackle something new. Perhaps you fancy sewing new curtains for your home, or altering garments as the need arises. If so, the Bernina 215 is the machine for you. User-friendly and easy to operate, this machine allows you to sew almost anything, guaranteeing a quality product every time. Thanks to the host of accessories and special features on offer from Bernina, you can grow your machine in line with your expanding skill levels and passion for your craft.

THE IDEAL ALTERNATIVE

Compact, extremely well equipped and excellent value for money, the bernette London sewing machine models offer technology you can trust in an ergonomically designed package. These easy to use machines are the ideal choice for sewers who have big plans and a small wallet.

Bernina Switzerland publishes a popular inspirational sewing magazine filled with ideas that will keep the creative juices flowing. From garment sewing to craft sewing, machine embroidery and quilting… the magazine is packed with ideas to keep you glued to your machine. All published projects include patterns and detailed instructions allowing you to complete the projects on your own, with full confidence.

- To receive three free issues of the Bernina Inspiration magazine, send your name and address to marketing@berninasa.com

- For Bernina product-related information go to www.bernia.co.za
- Become a Bernina Facebook friend at www.facebook.com/BERNINARSA
- Follow Bernina on Twitter @berninarsa
Lifestyle

Dala Watts looks at what’s new and interesting in the shops.

DO YOU KNOW OF A LOVELY NEW SHOP OR BEAUTIFUL DéCOR OR CRAFT RANGE THAT WE SHOULD KNOW ABOUT? IF SO, EMAIL US AND WE WILL CONSIDER FEATURING IT ON THIS PAGE.

Design your child’s clothes

Prettu You has an online studio where you can design your daughter's dresses. You choose the pattern, fabric and any extras like beads, appliqué work and rhinestones, and they make and deliver it within 10 working days. Go to prettu.co.za with your child – it's fun.

Washi-love

Cotton Candi has a variety of washi tape with heart designs for your Valentine’s Day décor. Have a look at the options and order on their website, cottoncandi.co.za – they also have a selection of other types, from glitter washi to blackboard ribbon.

BUY ONLINE

The Foschini group has a new online platform, hi-online.co.za, where you can buy all your digital and electronic requirements. You can compare prices and at the same time do your décor shopping from @home, which is part of the group. In time you will also be able to buy from their other brands, Totalsports, DueSouth and Fabiani, and you can pay with any of your store cards.

RUGS TO ORDER

Now you can have any rug you desire. Robert Thomson prints photos – your own or choose from his range – onto polyester rugs that are ready in two weeks. They cost R2 495 (R350 extra if it's your own photo) for a rug of 2 500 x 1 500mm. Order from robertthomson.com/furniture/ indoor-rugs/.

Table Mountain calling

You can now buy a card that allows you to go up the Table Mountain Cableway every day for a year – perfect for romantic picnics or to Instagram a picture a day! The card costs R535 per adult, R285 per child, or R635 for both. You also receive a discount from the shop and café on top of the mountain. Available from the ticket office.
Collect our printable ‘paper parcels’ and make sure you have special designs on hand for all your needs.

❤ BUY FEBRUARY NOW WITH:
- February calendar
- Postcard designs
- Heart envelope template
- Heart paper

❤ IF YOU DON’T HAVE IT YET, BUY JANUARY’S PARCEL WITH:
- January calendar
- Paper templates for notes, to-do lists, shopping lists and writing paper

❤ EACH MONTHLY PARCEL COSTS R15, BUT IF YOU SUBSCRIBE IN ADVANCE FOR 12 MONTHS, YOU WILL PAY JUST R10 PER MONTH.

- Go to https://www.localfair.co.za/stores/ideas
FOOD & Entertaining
Louisa Holst looks at a few fabulous food ideas.

Vegan delights
The Pudding Shop in Parktown North, Johannesburg has become well known for its tasty vegan meals, impressive wine list and scrumptious puddings. Pop in and enjoy healthy dishes with unusual flavour combinations that will tantalise vegan and non-vegan taste buds alike. Go to www.thepuddingshop.co.za for more information.

The CoCacchio pizzeria chain has introduced new dishes to their menu to accommodate people who are following a Banting eating plan. The pizzas are made with a cauliflower, psyllium husk, egg and Parmesan base and there are a number of tasty toppings from which to choose.

HEALTHY BREW
Über Flavour Brew is a new premium rooibos and fruit iced tea, made using natural ingredients with no additives or sugar. It’s available in three refreshing flavours to enjoy this summer, for R24,99 per bottle.

Be my Valentine
Bake a batch of cookies for your loved one and package it in one of these specially decorated jars from Jenam. They’re available for R20 to R25 online at www.surprise.me.co.za or from gift shops and pharmacies.
YOU CAN BURN OUT, OR YOU CAN REBOOT WITH NATRODALE.

The habits we have today will determine our health tomorrow. If you want to age well and live young, it’s important to start from the inside out with Natrodale’s range of health supplements. Take charge of your health today. Challenge your age and challenge your attitude so you can live life younger. Available at Dis-Chem and Clicks stores, nationwide.

Natrodale B Complex High Potency.
Each capsule contains: Vitamin E 6.75IU; Vitamin B1 8.7mg; Vitamin B2 8mg; Nicotinamide 18mg; Vitamin B6 8mg; Folic Acid 200ug; Vitamin B12 5ug; Biotin 100ug; Pantothenic Acid 8mg; Lechlin 15mg.
Adcock Ingram Limited. Reg. No. 1949/034385/06. Private Bag X69, Bryanston, 2121, South Africa. Tel: +27 11 835 0000 www.adcock.com
TABLE FOR TWO

All you need is love and a romantic menu to spoil your special Valentine this month.

by LOUISA HOLST photos ED O’RILEY
styling and crafts HANNES KOEGELENBERG
Red and pink popcorn
Heat 45ml sunflower oil in a large saucepan. Add 180g popcorn kernels and cover the saucepan with the lid. Cook over a medium heat until the popping stops. Heat 100ml water and 300g castor sugar together in another saucepan. Heat and stir until the sugar has dissolved. Remove from the heat. Colour half the syrup with a few drops of pink food colouring and the other half with a few drops of red food colouring. Divide the popcorn in half and pour one syrup over each batch. Mix well to coat the popcorn.

Love box
Make a pretty box in which to serve spiced nuts (recipe on page 36).

You will need
- box template on page 39
- white cardboard
- double-sided adhesive tape
- craft knife and cutting mat
- metal ruler

To make
1. Copy the box template on page 39 onto the white cardboard in the desired size.
2. Cut out the template with a craft knife and metal ruler.
3. Mark the fold lines as indicated on the back of the cardboard then fold the cardboard along the lines.
4. Stick a piece of double-sided adhesive tape onto the flap and fold and seal the box.

Wheel deal
We included an old bicycle in our romantic picture by threading pink and white flowers through the spokes of the wheels (see page 32).

Romantic rosettes
Decorate the table and wall with love rosettes. Use old rosettes but make new centres with a variety of pictures and love messages.

Corsage
Make a floral corsage. Stick two or more flower heads onto a piece of satin ribbon with a glue gun and tie the ribbon around your arm.

Let the love flow
Look for elements that you can add to your table decorations. Write a letter and find things like sweetheart candles and blocks that spell out a love-filled message. We hired the red letterbox from My Pretty Vintage.

Popcorn arrangements
Forget about having a formal flower arrangement on the table – create a centrepiece with old trophies filled with red and pink popcorn (recipe alongside). Add a romantic rosette to each trophy for a bit of extra colour.

Postbox, ‘&’ sign with lights, old mugs and printer’s letters hired from My Pretty Vintage. Red bar stools (R452 each) from Chair Crazy. ‘Be mine’ artwork (R990) from quirky Me. Balloons (prices vary) from In Good Company. White brick wallpaper (prices vary) from Robin Sprong Wallpaper.
Romantic rosettes

Corsage

Let the love flow

Popcorn arrangements with red and pink popcorn
food & entertaining

**MENU**

**You're the apple of my eye**
*(Spiced nuts with apple cocktail)*

**There are many fish in the sea, but you're the only one for me**
*(Ginger and soy baked fish parcels)*

**Struck by Cupid's arrow**
*(Tandoori chicken skewers)*

**You add sparkle to my life**
*(Champagne berry jelly)*

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**You're the apple of my eye**

**Spiced nuts with apple cocktail**

Makes: 200g
Preparation time: 15 minutes
Cooking time: 5 minutes
Oven temperature: 200°C

- 10ml honey
- 15ml butter
- 2ml soy sauce
- 5ml paprika
- 1-2ml dried crushed chillies (optional)
- 200g mixed nuts
- 1ml salt flakes

**Apple cocktail**
- 60ml Frangelico liqueur
- 300ml Appletizer
- crushed ice, to serve
- thinly sliced red apple, to serve

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1. Mix the honey, butter and soy sauce together in a small bowl or jug and heat in the microwave until melted. Stir in the paprika and chillies, if using.

2. Pour over the nuts and stir well to coat. Spread out over a baking tray and bake in a preheated oven for about 5 minutes until golden. Stir once during cooking. Remove from the oven and season with the salt flakes. Cool completely and then store in an airtight container until ready to serve. Serve with cocktails.

3. **Apple cocktail** Mix the Frangelico and Appletizer together. Pour over crushed ice. Serve with thin slices of red apple.
**Struck by Cupid’s Arrow**

**Tandoori chicken skewers**

**Serves:** 2  
**Preparation time:** 45 minutes, plus marinating time  
**Cooking time:** 10 minutes  
**Oven temperature:** grill

- 100ml Greek-style yoghurt  
- 40ml tandoori paste  
- 15ml lemon juice  
- 4-6 skinned and deboned chicken thighs (or use 3 breasts)  
- salad and baby tomato hearts, to serve  
- potato chips or deep-fried shredded potato, to serve

1. Mix the yoghurt, tandoori paste and lemon juice together. Cut the chicken into bite-sized pieces and put them into a bowl. Coat with the yoghurt mixture. Cover and refrigerate for at least 2 hours, or overnight.

2. Thread the chicken onto skewers. Drizzle a baking tray with a little sunflower oil and then put the skewers onto the tray. Cook under a hot grill for about 5 minutes on each side until browned and cooked through.

3. Serve with salad, tomato hearts and chips.

**Tomato hearts**

Take two baby rosa tomatoes that are the same size. Cut diagonally across the bottom of each tomato at a 45-degree angle so that you cut off about a quarter of the tomato. Discard the pieces you cut off and then place the other two pieces together to form a heart shape.

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**You add sparkle to my life**

**Champagne berry jelly**

**Serves:** 2  
**Preparation time:** 30 minutes, plus setting time

- 125ml berry or cherry fruit juice  
- 10ml gelatine powder  
- 50ml sugar  
- 200ml sparkling wine  
- 6-8 strawberries, sliced  
- thick cream, to serve  
- 6 fresh cherries, to serve  
- chocolate hearts, to serve

1. Chill two glasses in the fridge. Pour the berry juice over the gelatine. Leave to soak for five minutes. Heat in the microwave for a few seconds until the gelatine has melted. Add the sugar and stir until dissolved. Set aside to cool.

2. Divide the sparkling wine between the two chilled glasses. Gently pour the cooled gelatine mixture into the glasses. Place carefully in the fridge until the jelly starts to set. Add the strawberry slices to the top of each glass, then return to the fridge to set completely.

3. Remove from the fridge half an hour before serving. Top with a dollop of thick cream, cherries and chocolate hearts.
Serves: 2  
Preparation time: 20 minutes  
Cooking time: 10 minutes  
Oven temperature: 200°C  

- handful of baby spinach leaves  
- 2 x 200g hake steaks  
- ½ red pepper, seeded and julienned  
- 3 baby carrots, sliced into four lengthways  
- 3 spring onions, julienned  
- 4cm piece fresh ginger, cut into thin strips  

Sauce:  
- 45ml soy sauce  
- 10ml lemon juice  
- 10ml rice vinegar  
- 2ml sesame oil  
- 5ml honey  
- 20ml freshly chopped coriander  

1. To make the fish parcel, fold a piece of baking paper in half, draw half a heart onto the paper and then cut it out.  
2. Repeat to make another heart. Fold both hearts open and place them on a baking tray.  
3. Combine the sauce ingredients in a small jug. Place a few spinach leaves onto one half of each heart. Top with the fish then the peppers, carrots, spring onion and ginger. Drizzle with the sauce.  
4. Fold the other half of the paper heart over the fish and then fold the edges of the paper over so the ingredients are sealed inside.  
5. Bake in a preheated oven for 10 minutes. Remove from the oven and add a romantic message. Serve immediately.
Mother Africa’s dispensary of plants and minerals offers fertile grounds for a rich crop of outstanding skincare. Here, a few of these superlative home-grown beauties share their success stories.

**PLACECOL**

- **Who started it?** The Placecol skincare range was started 35 years ago, in Ermelo, by Elma McKenzie. Today Esna Colyn is the managing director.
- **Why?** Elma wanted to sell a product that would deliver visible results.
- **Recipe for success and greatest achievements to date**
  ‘We focus on making people feel better about their skin, and on giving them products that deliver visible results. One of our greatest achievements is our upgrade of Placecol products to a dermaceutical range of skincare.’
- **Advice for other entrepreneurs**
  To make an impact, you need to keep moving out of your comfort zone.
- **Hero product**
  Placecol Vitamin E Silk. It’s a rich but light serum with a high concentration of vitamin E. It’s safe for cancer patients with dehydrated skin because of chemotherapy.

[placecol.com](http://placecol.com)

**SORBET**

- **Who started it?** Entrepreneur Ian Fuhr, in August 2005, with six salons.
- **Why?** Ian did research into beauty salons in South Africa. He noticed there was no single chain of branded salons, just lots of independent ones and a very fragmented industry. He identified this as a gap in the market.
- **Recipe for success and greatest achievements to date**
  ‘Our success lies in establishing a brand that differs from traditional salons. The Sorbet look is light, playful and colourful and the marketing tongue-in-cheek. We’ve built a corporate culture that focuses strongly on people and services, instead of solely on profits and rewards. Sorbet has 113 salons countrywide at the moment. It’s the biggest group of salons in South Africa. We also have express nail and hair salons, the Sorbet Drybars that offer blow-dries, Sorbet Man and a range of skincare products in association with Clicks.’
- **Advice for other entrepreneurs**
  Four character traits for success:
  1. **Adventurous, pioneering spirit** – to explore unknown territory.
  2. **Intuition** – feeling that something is right without having actual proof.

When it comes to skincare and beauty products, South African entrepreneurs can hold their own against the big global brands. In fact, a number of South African products have made their mark internationally.

**HOME-GROWN BEAUTIES**

*by ELSA KRÜGER styling CARIN SMITH photos ED O’RILEY*
1 Optiphi Active Complexion Control Cream (R942)
2 Sorbet BB Cream (R100)
3 Solal La Bomb Light (R495)
4 Lamelle Dermahelial Ultra Moisturising Renewal Cream (R985)
5 Environ Ionzyme C-Quence 1 (R553) and C-Quence Cream (R461)
6 Africa Organics Kalahari Melon Body Lotion (R39)
7 Pure Beginnings Eco Roll On (R159)

8 Esse Rich Body Moisturiser (R180 for 100 ml)
9 Fino Soothe Woman (R69)
10 Placecol Vitamin E Silk (R350)
11 Milk Solutions Milk & Honey Hand and Body Balm (R230)
12 Ordinary Skincare Eye Gel (R450)
13 Dr. Gobac Biorestore (R635)
14 Rain Coconut and Shea Butter (R195)
15 Charlotte Rhys SPA Energising Sea Salt Body Polish (R195)
3. Bravery – ability to face challenges.
4. Stamina – endurance to dig in and stay the course.

- Hero product
Sorbet BB Cream SPF 15 (R100) to make skin silky smooth and conceal blemishes and imperfections.
sorbet.co.za

**ENviron**

- Who started it? Dr Desmond Fernandes, a plastic surgeon from Cape Town, in his kitchen. His sister, Valerie Carstens, used his face cream and was so excited that she sold it to her friends. The company started as Tretinectin on 12 December 1990. The name was later changed to Environ Skincare. Valerie is the chief executive officer and Dr Fernandes the scientific director.
- Why? After Dr Fernandes had to tell two patients they were dying of skin cancer, he started researching healing and skin protection. He discovered that vitamin A is the key. Environ was born out of this research.
- Recipe for success and greatest achievements to date
‘Hard work, good products and people who “pass on” our products through word of mouth – this is the foundation of Environ’s success. We were first in the world to make a skincare product that contains vitamin A. We are now recognised as a leader in scientific skincare.’
- Advice for other entrepreneurs
Create a good product, drive it, market it, and work hard. Believe in yourself and your ability to overcome stumbling blocks.

- Hero product
The Ionzyme C-Quence range contains a combination of advanced ingredients (vitamins, peptides and antioxidants) that work in synergy with the skin to combat the visible signs of ageing and maintain a youthful appearance. The serums (1-4) contain increasingly high levels of vitamins A and C – to gradually improve the appearance of your skin.
environ.co.za

**OPTIPHİ**

- Who started it? Optiphi is a cosmeceutical range of skincare products that was launched in 2006 by Dr Malan de Villiers, Dr Hugo Nel and Hilda Gouws. It’s affiliated to the Southern Group of Companies that specialises in biotechnology and tissue engineering.
- Why? ‘Our research in wound care technology led to the fundamental question: “What is the best thing you could possibly put on your skin?” Using our expertise in the field of biotechnology, we created and tested active formulas that can repair the skin at cellular level. Dr Hugo Nel is a plastic surgeon with experience in fetal wound care and tissue engineering, and special interest in the treatment and healing of burns and scars. The Optiphi range was originally released only to doctors, but is now available commercially.’
- Recipe for success and greatest achievements to date
‘Sustained communication with our employees. We work together to find solutions and we believe that’s how we do our best work.’
- Hero product
Optiphi Active Complexion Control Cream (R942) for a smooth complexion. It brightens and improves pigmentation, and contains antioxidants to make the skin look radiant.
optiphi.com

**BEAUCIENCE**

- Who started it? Diane Eales and a business partner, in 2010.
- Why? ‘We see ourselves as cosmetic chemists and work with new ingredients and technologies. But we were often unable to apply a technology that we encountered. This was frustrating. To satisfy our passion for research and development, we formulated skincare products. We tested and compared them with similar products on the market, until we were satisfied with our own product. That’s when we launched Beaucience (Beauty through Science) and started marketing it.’
- Recipe for success and greatest achievements to date
‘It wasn’t easy. We started in salons in what was a saturated and small market. We aren’t marketers, so we had to learn fast. We expanded into retail and it worked. Our products represent our greatest achievements – we’re so proud of them. Each new salon or distribution point offers proof of how much people trust us.’
- Advice for other entrepreneurs
Know your market and your products. Make sure your products are top quality.
- Hero product
Beaucience Natural Superior Flash Lift Cream (R990) contains an active formula that lifts the skin and makes it look and feel firmer. Face-lift in a bottle. beaucience.co.za

**SOLAL**

- Who started it? Jacqui Moskovitz.
The first Solal skincare products were formulated in 2011 and in August 2014 repackaged with improved formulas. Two new products were also added.
- Why? Jacqui wanted to introduce the concept of healthy ageing from the inside out to South Africa. Their skincare range, developed by Vanessa Krügel, was launched recently.
- Recipe for success and greatest achievements to date
‘Renewal, quality and affordability have given us many loyal customers. It’s a breakthrough for us that Solal now has its own skincare team and is no longer being lumped under the “umbrella” of supplements.’
- Advice for other entrepreneurs
Consumers are well informed and they have many products to choose from. You have to offer something different, and something that delivers results – quality is key.
- Hero product
Solal La Bomb Light (R495), an intensive moisturiser that delivers anti-ageing treatment by filling in fine lines and wrinkles.
solal.co.za
MILK SOLUTIONS

- **Why?** Karen saw a need for a comprehensive but affordable range of manicure and pedicure products for use by beauty therapists, and that could also be sold to the public.
- **Recipe for success and greatest achievements to date** Daily commitment and dedication. A key element in business is the value of relationships. The inclusion of Milk Solutions in the Carlton Hair franchise was a breakthrough.
- **Advice for other entrepreneurs** Know your subject, follow your passion and stick with what you know. Expect things to be tough in the beginning, but if you stick with it, you will see results.
- **Hero product** Milk Solutions Milk & Honey Hand and Body Balm (R230) penetrates deep into the skin.

[dr gobac.co.za](http://dr gobac.co.za)

DR. GOBACK COSMECEUTICALS

- **Who started it?** Dr Robert Gobac, medical doctor and holistic healer, who started with the project in 1995.
- **Why?** ‘I’ve been working in holistic healing and longevity for 20 years. I’ve done many years of research into healthy skin and problem skin. I wanted to create a simple, effective product that targets, halts and reverses the signs of ageing.’
- **Recipe for success and greatest achievements to date** ‘The sum total of a deep understanding of the skin, innovative ideas, hard work, focus and patience. But the most important element of all is to be passionate about what you do.’
- **Advice for other entrepreneurs** Be convinced of what you’re doing. Know what you want to achieve. Live in balance with nature.
- **Hero product** Dr. Gobac Biorestore (R635 for 25ml) with amino acids, polypeptides and plant extracts that target deep wrinkles and expression lines. It is especially effective for scars, thinning skin, dark rings and spider veins. Use it on areas where there is visible collagen damage, such as the forehead, eyes and upper lip.

[dr gobac.co.za](http://dr gobac.co.za)

ORDINARY SKINCARE

- **Who started it?** Dr Claire Jamieson and Robert Rae. Claire is a medical doctor who started the Well Woman programme in South Africa. Robert spent 30 years in the chemical industry. They’d both retired by the time they started the company in November 2011, so there’s space for older entrepreneurs too!
- **Why?** There was a gap in the market for simple, effective, affordable, additive-free moisturisers for people who struggle with sensitive, dry skin.
- **Recipe for success and greatest achievements to date** ‘Our greatest success was identifying this gap in this market. Our recipe is to listen to our consumers and to address their needs. We are in South Africa, other parts of Africa, Europe and soon probably also in Australia and the USA.’
- **Advice for other entrepreneurs** Focus. You need a good idea and a solid business plan you can stick to.
- **Hero product** Ordinary Skincare Eye Gel is jam-packed with hyaluronic acid to moisturise the eye area.

[ordinaryskincare.co.za](http://ordinaryskincare.co.za)

LAMELLE RESEARCH LABORATORIES

- **Who started it?** This biotechnological research company was started by Dr Bradley Wagemaker and Tony de Barros, in 2007. Their core business is medical aesthetics.
- **Why?** ‘We saw a gap in the market for medical skin products that could be used by professionals and retailers.’
Recipe for success and greatest achievements to date
‘Our products are based on innovation and results. Possessing the expertise and training of a medical doctor gave us a head start.’

Advice for other entrepreneurs
Surround yourself with people who share your goals. Understand your consumer. Don’t be misled by competitors or negative comments.

Hero product
Lamelle Dermaheal range. ‘We were first in South Africa to use human growth factors in nano encapsulation – this is the most sought-after anti-aging product on the market and nanotechnology delivers it precisely to where it’s needed.’
lamelle.co.za

Who started it? Justine, a direct sales company, was started in 1973 by Veronica Devine. It grew rapidly and was eventually bought by Avon.

Why? Developed to combat the harsh effects of our climate. The direct sales model helped women become financially independent.

Recipe for success and greatest achievements to date
‘A quality range at reasonable prices; being a leader in cosmetics; and the empowerment of women.’

Advice for entrepreneurs
Create an atmosphere where people can grow, develop and flourish.

Hero product
Justine Tissue Oil Gold, which won an award in the 2014 Consumer Survey of Product Innovation.
justine.co.za

Who started it? Bev Missing, in August 2000, as a skincare range with active organic botanical ingredients. They display the Fair Trade label and now also manufacture bath and body products, and bathroom and décor accessories. ‘Ours is a company with a soul for people who purchase with a conscience.’

Why? Bev started Rain as a job creation project to combat crime in Ladybrand in the Eastern Free State.

Recipe for success and greatest achievements to date
‘To survive, you need the nerves of steel, determination and passion that only an entrepreneur possesses! Our greatest achievement thus far has been a contract for 70 distribution points in the USA and Canada.’

Advice for other entrepreneurs
Never, ever give up – no matter how dire things might look.

Hero product
Rain Coconut and Shea Butter (R195) is a feast of moisture for dry skin.
rainafrica.com/za


Why? After living abroad for many years, Janet realised South Africa didn’t have a range of luxurious lifestyle, bath and body products similar to those she’d seen overseas. She set about creating a range that could compete with the best in the world.

Recipe for success and greatest achievements to date
‘We’ve never deviated from our goal of creating a top-quality range with the best ingredients. We’ve followed a strict policy of sustainability and environmental responsibility. We are now the preferred supplier of a large number of luxury hotels and guesthouses all over Africa, and our popularity is on the rise in Britain, the USA and Australia.’

Advice for other entrepreneurs
Don’t be seduced by big turnover. If the bottom line isn’t worth it, walk away.

Hero product
Charlotte Rhys Spa Energising Sea Salt Body Polisher (R195). It polishes and moisturises the skin and stimulates the circulation. The fragrant botanical oils are uplifting and soothing.
charlotterhys.co.za

Who started it? Trevor Steyn, who has a master’s degree in pharmaceutics from the University of KwaZulu-Natal, in 2002.

Why? He has a passion for the chemical characteristics of African flora. In his research, he discovered the benefits of organic skincare.

Recipe for success and greatest achievements to date
‘We entered the skincare industry just when organic products started being popular. We adapt our products based on ongoing research. Your skin is an ecosystem, so it makes sense to apply organic principles to skincare.’

Advice for other entrepreneurs
Always keep the long term in mind, and be fine with delayed gratification.

Hero product
Esse Toner Plus, launched in September 2014, is the first in a new line of Esse products with BIOME+ technology that includes probiotics.
esse.co.za


Why? ‘I couldn’t find proper aftercare products for waxed or shaved skin, so I formulated my own.’

Recipe for success and greatest achievements to date
‘It’s important to have a mentor. It was a big breakthrough when Dis-Chem accepted our products. Fino is used by top make-up artists in Hollywood.’

Advice for other entrepreneurs
Hang in there. Ask questions. Talk to as many people as possible. Be open and friendly to everyone you come across. Don’t be too free in sharing your knowledge or information.

Hero product
Fino Soothe Woman and Soothe Man.
finocosmetics.com

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entrepreneur

THE FINER THINGS

by TERENA LE ROUX
photos ELSKE KRITZINGER
styling DALA WATTS

The lace-printed plates and bowls of Corlie Schoeman’s Cleilap make the most beautiful table settings.

WHO AND WHERE
Corlie Schoeman is based in Faerie Glen in Pretoria when she’s not jetting around India, France and Vietnam buying beautiful things for Lulu Belle. What started as a hobby 10 years ago has blossomed into her own creative business where she spends most of her time. She works from the studio of her pottery mentor, Minette Zaaiman, but remains part-time buyer and merchandiser for Lulu Belle.

PRODUCT RANGE
‘Although I have started making cylinder vases, they take very long to dry and plates and platters are still my favourites.’

PERSONNEL
‘At the moment I don’t want any other staff. I prefer to keep my business as small and compact as possible so that it literally remains in my hands,’ she says, ‘I specifically started doing my own thing so that my time would be my own. That’s why I don’t do many markets. And although I really don’t enjoy it, I handle my own finances and administration. The client part comes naturally – I like working with people.’

HER ADVICE
[*] Take care not to close any doors if you are going it alone.
[*] You’ll need savings and support.
[*] Make peace with the fact that you’ll initially not be able to shop as much as you used to – it gives you more free time in any case.

ESSENTIAL CHARACTERISTICS
[*] Have endurance.
[*] Be hard working.
[*] Be creative.
[*] Be able to think out of the box.
[*] Be flexible.
WHERE TO FIND CORLIE AND HER PRODUCTS

- Capital Urban Market in Menlyn, Pretoria, every first Sunday of the month.
- Brooklyn Design Fair in Brooklyn Mall, Pretoria, on the first Friday of the month.
- Market @ the Sheds in Helen Joseph Street (previously Church Street) in the Pretoria CBD, every second Saturday.
- Go to her Facebook page at facebook.com/cleiap69 for direct enquiries.
WHO AND WHERE
Row upon row of sweet and sticky treats line the shelves at Ma Mère Confections at the Old Biscuit Mill in Cape Town's trendy Woodstock shopping precinct. Here glorious macarons jostle for space with clouds of chewy nougat and thick chunks of creamy fudge. And who can resist a macaron – especially when you get to choose from flavours as tempting as chocolate caramel swirl, pistachio and cinnamon, and salted peanut butter, or the exotic sounding violet and blackberry, rose and red pepper, and basil and white chocolate?

'I like to think of the store as a bit of Martha Stewart meets Willy Wonka,' says Ma Mère's owner and confectioner Lexi Bird, whose passion for confectionery and unusual flavour combinations is obvious.

THEN AND NOW
Lexi, who has a background in design, started the business from her mother's kitchen in 2011 after a catering friend, Annelize, asked her to help prepare goodies for a function. 'She continued ordering from me after that first time and since then her requests have not stopped!' says Lexi.

As Annelize's orders grew, so did Lexi's interest in confectionery and very soon the business had outgrown the home kitchen. 'I think my mom was also getting tired of everything being coated in a fine film of almond flour,' she says.

'My first real premises were a beautiful open-plan kitchen in the Salt Circle Arcade in Woodstock. In 2013, after two years there, I was offered a spot at the Old Biscuit Mill that I couldn't turn down.'

The shop is where all the action is: everything from the cooking to the cutting and the wrapping takes place in this relatively small space. And it's a hive of activity.

FOR THE FUTURE
It has taken time to establish a solid footprint in Cape Town but Lexi's efforts have paid off and Ma Mère
Confections’ merchandise is now on offer at a range of delis and wine farms around the Western Cape and as far afield as Port Elizabeth and KwaZulu-Natal. It’s Lexi’s dream to break into the Johannesburg market in the months ahead. ‘Our plan was always to grow slowly and organically. It can be so tempting to go really big really quickly, but through a couple of mistakes I’ve learnt that it’s much safer to take it slowly.’

Keeping the business small extends to her footprint as well as the product range. Confectionery, says Lexi, is a tough business to be in. When I started out I had more than 40 products. Over the years we have figured out what works best and we’ve whittled the range down to four items: nougat, luxury fudge, brittles and macarons.’

**HER ADVICE**

* Be committed. When you start a business your working day never ends; you have to give all (or nothing).

* Be a morning person. Business doesn’t wait for you. I like to wake up at 5am and spend the first few hours of my day catching up on emails and admin so that I can be effective during business hours.

* Solve the problems. If you look for problems you will always find them. Rather look for solutions.

* Be disciplined. It’s easy to veer off the path that you originally chose for your business. Often, when faced with an opportunity, I ask myself, is this in line with my business plan? Is this what I want for my business? Sometimes I have to turn down really exciting, fun things because they are just not in line with my end goal. You have to keep your eye on the prize.

* Be confident. If you don’t believe in yourself 100%, how can you expect others to believe in you?

**FIND HER HERE**

Go to her website [www.mamere.co.za](http://www.mamere.co.za), or email Lexi at info@mamere.co.za.
PRETTY WITH PAPER

Cobus Gous, the owner of Paper Republic in Gauteng, has curiosity, natural talent and good taste in bucket loads – as you can clearly see from his beautiful range of paper products.

by TERENA LE ROUX photos ELSKE KRITZINGER styling DALA WATTS

WHO AND WHERE
Cobus lives in Silvertone Ridge, Pretoria, with his sister, brother-in-law and a house full of animals, including the domesticated meerkat Floors. In his short time in client service at an advertising agency, Cobus learnt everything that he applies now on a daily basis – liaising with clients, email and telephone etiquette, admin and organising his computer systems, as well as the finer details of communication.

PRODUCT RANGE
Cobus makes beautiful paper products, most of them crisp white. With clever designs and some sharp laser-cutting work he produces as many as 5 000 items a month from his home workshop. Although he started his concept development in 2012, he began marketing his first products – small flowers – only in 2013. He’s worked his way up to major paper installations, paper lanterns (his favourites), table décor, flowers, butterflies and more.

PERSONNEL
'The first year I did it all myself, but I’ve now hit a growth phase and have three people working for me.' He shares an administrative office with another creative entrepreneur and his dispatching is also done from there. 'The admin load can sink you, because it takes a lot of time.' Although he initially depended on graphic designers to convert his designs to the correct electronic format, he now does this himself. 'I believe that if someone can do something better than you, then you should pay them to do it for you. Simple as that.'
WHERE TO FIND COBUS’S PRODUCTS

‘I send my designs to various arts festivals and markets, my favourite one being the Tierlantynkies market in Pretoria. From time to time I also do pop-up stores and I did an installation for Decorex last year.’

He also does a lot of work for brides-to-be, as well as wedding and party planners. Many of his orders come in via his website paperrepublic.co.za and the success of the online sales has seen his products on their way to Panama City and Washington, DC.

HIS ADVICE

★ Your website is your shop window. Use professional photographers and have the site designed properly.
★ Planning and time management are key – I have both daily and weekly to-do lists. Between those and my financial planning and work schedules I go through a notebook a month!
★ Work out your prices realistically and keep them in line with the value your products add. I keep my prices on the affordable side because my products have a limited lifespan.
BIRDS OF A FEATHER
This designing duo creates imaginative jewellery from forgotten treasures.

WHO AND WHERE
Moniek van Zyl and Marlette Strauss graduated from Stellenbosch University – where they had both studied jewellery design – with a clearly defined plan: to create jewellery that people want but that doesn’t yet exist, pieces that are made to the standard clients desire.

WHAT THEY DO
"Anomali was born out of our love of creating new pieces from forgotten treasures," explains co-founder Moniek. "This is what we draw on when creating pieces for our clients. We will often use one of the client’s heirlooms that is simply gathering dust in a drawer to create something distinctive that they can pass on to the next generation."

Anomali jewellery is individually handcrafted from repurposed materials.
- usually silverware - unearthed during Moniek and Marlette's travels. 'We specialise in out-of-the-ordinary designs but because our style is so unusual we find that many clients ask us to apply it to other design areas too,' explains Moniek. 'So we do custom lighting, illustrations, handbags and even belts made using jewellery manufacturing techniques. The fact that we are willing to figure out how to create anything our clients want us to make for them is a highlight of the business.'

THEN AND NOW
This successful business started life as nothing more than an idea conjured up by two idealistic young students. 'From our first day together at university Marlette and I told each other we were going to start a label together one day,' laughs Moniek.

In the beginning, although they had no working capital, the duo had amassed all the equipment they needed to start producing pieces. 'Our only problem was a lack of raw materials so we cut up and soldered together anything we could find. Little did we know that this would become our trademark.'

The business has grown rapidly, both in the local market and overseas, where Marlette and Moniek now have a third partner in TV producer Jaime Lipsky. 'Jaime found us by accident when she misspelled the word “anomaly” – she used an “y” instead of a “u” at the end – while typing in a search engine toolbar and our website popped up,' explains Moniek. 'She fell in love with our products and we became business partners. Since linking up with Jaime we have been exporting to the US and working with world-renowned clients who all seem to love our little piece of South African culture,' says Moniek.

It seems the world is Anomaly's oyster right now. They recently finished their 'most impressive collection' to date, which will be seen on international fashion runways in collaboration with big-name American clothing designers and they are working on 'something special' for Design Indaba 2015, which will add even more prominence to their label here at home.

WHERE TO FIND THEM
For more information, email Moniek at moniekvzyl@yahoo.com or go to anomalijewelry.com.

THE SECRETS OF THEIR SUCCESS
* 'We've never been afraid to ask for help or advice, we're not afraid of hard work or long hours and we buy into the Afrikaans expression of “Vasbyt!”,' says Moniek.
PAINT IT PERFECT

Never mind what the latest trend is, if you want your house to fit in with it, Riaan Smit will work creative magic with his paintbrush.

by TERENA LE ROUX photos ELSKE KRITZINGER styling DALA WATTS

WHO AND WHERE
This artist lives with his wife, Greta, an artist too and a therapist, and their sons, Jasper (8) and Luka (6), in an old vicarage in Silverton, Pretoria. ‘Don’t forget to say how artistic my children are,’ he says proudly. ‘But they didn’t get that way by themselves – my wife pays close attention.’

WHAT HE DOES
After completing his diploma in fine art, Riaan used his talent to paint murals and do paint effects in houses – from wall panels to furniture makeovers. He has over 22 years’ experience and has had his own business for 10 years. He’s worked with some of the country’s top interior decorators, architects and cabinetmakers. ‘After the maroon-and-green years I spent the Tuscany obsessed 1990s colour washing thousands of kilometres of walls in salmon pink, and when French took over it was making over dozens of ball-and-claw sets. But I love it all.’

AND THESE DAYS
‘There is still more French and a little Scandinavian popping up. But I’m fairly busy with the 1950s influence of white houses and furniture with the pretty softer milkshake colours that stand out against the white.’

PERSONNEL
‘I like keeping my business small. It helps me to focus on doing good work. I have two employees who I have trained really well – it keeps all the work to the same standard. I’d rather work at a loss than have an unhappy client. And because of this, I don’t really have to do much marketing – it’s all word of mouth. Over the past 10 years I’ve built up a base of more than 400 clients.’

HIS ADVICE
★ Deliver work of the highest quality. Be dedicated.
★ Treat your employees and clients with respect.
★ Don’t become so expensive that you no longer have a market.
★ Make time for your family (I still read the bedtime stories every other evening and do my admin when the children are asleep).

FIND HIM HERE
• Contact Riaan on facebook.com/ riaansmitpainttechniques.

SHOT ON LOCATION AT TILLIE KRISTENSEN’S HOUSE IN WEVERLEY, PRETORIA.
NO SHORT CUTS HERE

The creative couple behind
What’s Cutting in KwaZulu-Natal is holding
together a relationship, a family and
a great design business.

by TERENA LE ROUX photos ELSKE KRITZINGER styling DALA WATTS

WHO AND WHERE
Owners Barry Schoeman and
Samantha Oliver live in La Lucia
with their children, Emily (10), Ben
(2) and Luke (seven months). With
her background in finance and
his in IT, they seem an unlikely
pair to be designing and making
their gorgeous on-trend product
line, but when Barry worked on
the computers of an advertising
agency and saw how relaxed those
creative people were, he just knew
that was the side of life he wanted
to be on.
They now provide a laser-
cutting service for everything
from engraving to jewellery
and wedding stationery. Their
collaboration not only makes
it possible for them to do
something they love, but also to
do it from home and be close to
the children. The first laser cutter
was meant to be Samantha’s
start-up, but once Barry became
interested, the craft project
became a design business.

THEIR PRODUCT LINE
Even though their products are
laser cut, it’s more about the
design. Their Africa cut-outs and
quotes speak of their yearning for
home while they were travelling
and working abroad and they
seem to strike that same chord
with their clients. The sugar skulls,
inspired by their Mexican au pair,
are just as popular.
“We’re working towards being
a design studio. We are doing
limited editions, we’re signing
some stuff and we’re working on
furniture designs.” And looking at
the prototypes, we can’t wait!
THEIR ADVICE

* Plan and research properly – get the fundamentals right.
* If you have an idea, test it first.
* Remember that you are competing with the retailers. You have to be unique, more creative and just that much nicer. You have to differentiate your products. Be honest with yourself and keep looking at how your business compares with your competition.
* Attention to detail is key.
* As a small business you have to wear many hats, but you don’t have to wear all of them. We hire professionals to do our photographs. We are not photographers and the time it would take us to try to do it ourselves is better spent elsewhere.
* Know your strengths and what to outsource to people who are better at it than you. It will cost you money, but not doing it may cost you more. Learn to make contact with the right people – those who can take pictures, write well, or build a good website. We learned this lesson from fellow-Durbanite and consultant Nadia van der Mescht.
* Constantly re-evaluate your work and move with the times.

PERSONNEL

After almost five years, they now have four staff members. ‘As the business grows, overheads grow. We are focusing on being a wholesaler rather than doing markets ourselves. Ultimately we want to be a brand house developing talent and skills.

FIND THEIR PRODUCTS

Samantha and Barry are at the I Heart Market at the Moses Mabhida Stadium every first Saturday of the month. The What’s Cutting Facebook page lists their stockists, or email hello@whatscutting.co.za.
LEATHER AND SOUL

A visit to Max Pienaar at Savior Brand Co in Durban involves a mix of gorgeous handmade leather products, great coffee and absolute passion.

WHO IS BEHIND SAVIOR?
Max Pienaar is the owner of Savior, a brand that ‘started next to a soccer field’. It was as a little league football coach seeing one team arrive in designer jerseys and the other with torn clothes, but big smiles, that he decided something had to be done to help them and their carers – and so Savior was born. This former retail buyer lives with his ‘best and worst critic’, wife Nicky, and their two children, Graydon (14) and Ashton (8). ‘I design and Nicky, with her amazing eye for detail, asks the “how can we make it better” questions.’ He has two business partners, Sihle Gxahli and Blake Raubenheimer.

WHAT THEY DO
Max’s involvement with various children’s homes showed him that to help he needed to do something sustainable. He started with phone and computer accessories from fabric but soon realised that to make a profit, he would have to produce something you could not buy at the Chinese mall. Leather gave that extra value and he turned out to have a knack for it. He started his leather designs with iPhone4 sleeves (still Savior’s signature product), which led to wallets, handbags, bags and butterfly chairs.

When they moved to their premises in the new creative hub around Station Drive Precinct, he incorporated his love for coffee by opening a small coffee shop next to the Savior workshop and retail space. A second coffee shop has also opened in Umhlanga. With the same social awareness, he sources some of his coffee from an NGO, Long Miles Coffee Project, in Burundi. ‘We share an outlook, so I support them.’

PERSONNEL
The team now consists of seven people across the main workshop and two coffee shops. ‘Sihle started with me as an orphan living with his grandmother who needed to decide what to do with his life. He worked
the long hours it took to become a partner. I started off wanting to help everyone. Now I want to help a few people but make a big impact. When my Huguenot forefather Jacques Pienaar left France in 1688 his decision impacted on all his descendants. I hope Savior can make this kind of impact on our team here.'

WHERE TO FIND THEM
Their workshop, retail space and coffee shop are in Station Drive Precinct, Morningside, Durban. Find out more about them on www.saviorbrandco.co.za or email max@saviorbrandco.co.za.

HIS ADVICE
* When you work with people you need to learn who to employ, but also how to let go of them.
* Regardless of how small your business is, put structures and systems in place. Allow for playtime, but you need to be serious to make a profit.
* Design is one thing, but it means nothing if you can't construct your design.
* In order to add value, you need skills. If your staff don’t have the skills, they can’t add value.
HOW IT ALL STARTED
Graphic and textile designer Sera Holland, who lives in Cape Town, didn't set out to become a business owner. She says that she started making products 'by accident' after completing a short course on how to make stamps and stencils and print them onto tote bags and the like.

'I wanted to find a way to get the designs more perfect, so I looked online and discovered digital printing. Then I came up with an idea for a design to print onto fabric for my sister and her husband for their wedding, I had to learn to sew so I could turn the fabric into something useful. And then I just started doing more of that,' she says.

THEN AND NOW
Sera began by making cushion covers, tea towels and napkins - all of which still feature prominently in her product range - but she has diversified and added aprons, totes, purses and even wallpaper to the line-up. 'I have a range of my own designs, and then I also print custom wallpaper for clients. I offer a full graphic and textile design service. I print fabric for clients, I create bespoke products for them and even help them find solutions to interior design issues and product problems. ‘I am the designer, the product finisher, the photographer, the social media marketer...I do pretty much everything,’ she says.

Firmly believing that you should not risk being financially vulnerable when starting a business, Sera elected to continue working in her old field while launching Handmade by Me. The support she received from her husband, Barry – an Irishman Sera likes to say she 'imported' – and her friends and family made it possible for her to make a success of her business.

'The South African media has also been amazing,' she says. 'My products have been featured on the pages of magazines and online. There were a few shops that started supporting me immediately after I launched, even when there was hardly any money to be made off anything.'

THE CHALLENGES
The hardest part about going it alone? 'The business side! It's still an area I need to know more about,' she says. 'The products are my passion but making your business work and grow into something that can support you is tough.'

Another challenge for Sera was learning about fabrics and textiles - how different fabrics react to pigments and dyes, and what you can and can't do with certain textile fibres. 'Once I had completed a course in textile design and print I felt a lot more comfortable and knowledgeable about textiles.'

HER ADVICE
* Spend time perfecting your product.
* Do research on competition, prices and packaging.
* Spend some cash on high quality product shots.
* Get a space at a few local markets and see how customers respond to your wares - this is the most affordable way to do research.

TRAITS FOR SUCCESS
* Perseverance. You need the will to push through the tough times.
* Persistence. There are many obstacles that you will have to overcome along the way.
* Self-confidence. Believing in your products and services is essential for success.
* Charm. No matter what you do, you will have to deal with people. How you deal with them can change your future.
* Passion. Nothing will make you fight and push harder than passion.

FIND HER HERE
To browse her products and shop online, or to find stockists, go to handmadebyme.co.za, or email sera@handmadebyme.co.za.
ONE WOMAN BAND

A chance foray into textile printing led to a new career for the owner of Handmade By Me.
WHO AND WHERE
Angela lives in Hillcrest, KwaZulu-Natal with her Belgian husband Tom and their three children — twins Matthew and Cloé (13) and Ross (11). Educated in art and drama, Angela’s love of decorating and beautiful things was sparked when she helped her mother turn General Louis Botha’s former headquarters into a B&B.

The loss of Tom’s business when they had three children under the age of three to feed led to Angela starting to buy second-hand furniture, repainting it and selling it. Next it was lampshades and baskets, and before long she was supplying retailers with her goods.

‘I once decorated 10 000 food covers with flowers from my home,’ she laughs. But the recession forced her to spread her talents rather than keep all her eggs in one basket.

PRODUCT RANGE
She expanded her range of products by upcycling hessian bags as she had seen her mother do when she was a child. She uses these to make handbags and to cover ottomans, old wingback chairs and sofas. She also does placemats and lampshades and still has a love for giving old furniture new life — her art deco pieces do particularly well. The latest addition to her line-up is her own range of bathroom products.

PERSONNEL
‘I do most of the work myself, including the admin and painting. I do however have someone who helps with the upholstery and I also use a bookkeeper.’

WHERE TO FIND HER
• Follow Angel Rose Trading on facebook.com/AngelRoseTrading to see when she has open days at her home shop or pop-up shops.
• Go to anglerosetrading.co.za to order online (deliveries countrywide).
HER ADVICE

* Don't take no for an answer and never say 'I can't'.
* Work realistically on your castings.
* Don't count your chickens before they're hatched – never spend the money before you actually receive it.
* To succeed you have to be a hard worker, stay emotionally distant from your products and sometimes just put on your big girl panties and move on.
The one essential thing needed in the competitive business world is marketing. The good news is that an effective marketing strategy can be fun and as rewarding as using your artistic flair. The best idea is to draw up a marketing plan and stick to it. We asked a few experts for their advice.

Nadia van der Mescht (www.nadiavdmescht.co.za) is a creative business consultant who also offers workshops for crafters who would like to start a business. ‘Do something every single week to market your business. While many creative business owners think marketing is something you do when your business is not doing well, the opposite is true. Marketing must be a consistent element and so I always advise my clients to do at least one marketing related activity each week, such as talking to a blogger for a feature or attending a networking event,’ she says.

It is important to add marketing brainstorming to your weekly to-do list. ‘Be imaginative and remember that small ideas can go a long way. You need to understand your target market and know where your ideal customer is shopping, like markets or shops selling handmade products.’

Nadia says it will then be easy to direct your efforts towards capturing their attention in that space. ‘If they are online, you can reach them by advertising in the places they are most likely to visit, like the website for Kamers or the Lovile blog.’

Often crafters are apprehensive about marketing themselves because they are worried that there will be an influx of business that they won’t be able to handle. Nadia says you should start small and ease into it, to allow your business to evolve and adapt to an increased workload.

One of the best technological resources is social media, but you must use it effectively. Social media is essentially a free marketing and communication tool and you should commit to ensuring you update your social media platforms consistently and regularly, Nadia says.

Lauren Shantall (www.laurenschantall.com), who has her own integrated communications and perception management agency, gave us her top three tips. ‘Firstly, you must ensure that you have a web presence that is enhanced by search engine optimisation (SEO). Also use free marketing platforms such as Mail Chimp, Facebook, Twitter, Instagram, Wordpress and Pinterest to increase awareness of your brand and do social and digital marketing. And you must network with as many people as possible.’

Dammon Rice from the Cape Craft and Design Institute (www.ccdi.org.za) says they recommend that craft producers consider their target market and the ‘4Ps’ of marketing – product (or service), place, price and promotion – when thinking about publicity. The institute has produced a guide called Growing your creative business: a guide for craft producers, designers and other creatives, which is available for free download on their website.

‘The key points to marketing your craft business are to know your target market; have a strong brand identity that speaks to your target market, product and vision or values; ensure that your costing and pricing are accurate; and research your competitors and do things better than them.’
CRAFTING YOUR BUSINESS

Once you’ve started your business doing what you love, you need to work on marketing and distributing your products.

by INA OPPERMAN illustrations ENID DE BEER
Building your online presence

Technology has made it possible to shop online from all the big stores and brands, and this is now also true of handmade crafts. Online shopping is popular because people often don’t have the time to go from shop to shop, or market to market, in search of something they want. Therefore it is important for crafters to have an internet presence.

Selling online is in many ways the same as having a store in a shopping centre. People have lots to choose from and you have to ensure that your ‘shop window’ stands out so that people will ‘come in’ and see what you have to offer.

THERE ARE VARIOUS BENEFITS TO HAVING A WEBSITE:

• You immediately broaden your customer base, which is important to grow your company.
• People see only your products and are not distracted by other product images.
• If your business is featured in the media, it looks more professional if the audience can be directed to a website.
• If you use social media to get customers’ attention, it is a good idea to direct them to your website because you control it.
• You have control over the SEO, to ensure that people can find you online.

Using the media

Although a website and using social media are important to create awareness of what you offer, traditional media is still a good way to tell people about your crafts. Start making contact with the media (digital and print) by sending them a press release about your business. Local radio stations and newspapers may be interested in reporting on entrepreneurs in their areas.

WHEN YOU WRITE YOUR PRESS RELEASE, KEEP THESE TIPS IN MIND:

• Keep it short and write the content in the body of the email. Journalists often do not have time to open attached documents.
• Your first paragraph must contain all the Ws: what, where, why, who and when.
• Target press releases for special occasions such as Valentine’s Day. With this in mind, be prepared to lend publications some of your products for product shots.
• Keep in mind that monthly magazines work on a three-month deadline – if a press release reaches them too late, it won’t be of any use. The opposite applies for online media – they want information to be provided close to the relevant date.
• Add media coverage to your website in the form of a PDF of an article or a podcast.
• You can also alert people on social media about upcoming media coverage.

When setting up your website, remember:

• Your website content must be linked to your business, strategic and marketing plans.
• Choose a website name that indicates your business or, even better, one that is directly the name of your business.
• Update your website regularly with new information to encourage visitors to return.
• Ensure that the website does not take too long to open, otherwise people will simply go to the next one.
• Use small sections of information with clear headings.
• Your website must invite visitors to buy.
• Your contact details must be clearly visible everywhere on the website so customers do not have to search for them.
• Ensure there are no errors on your website and make it easy to navigate.
• Try one of the options on the internet that allow you to design your site free, such as www.wozaonline.co.za.
• Have a look at the websites of other crafters who sell similar goods to get an idea of what you want.
• Use a professional photographer for your product shots.
Setting up your online shop

If your website is also an online shop, keep these tips in mind:

1. Make the ordering process simple and easy.

2. Display products and prices clearly.

3. Use a virtual shopping cart to show customers what they have added. Make it easy to remove items.

4. If you offer something for sale, you must deliver within 30 days of receiving payment, in terms of the Electronic Communications and Transactions Act of 2002.

5. If you make goods to order, state that they will be delivered within a certain time.

6. You must give consumers the full name and legal status of your business, your physical address and telephone number, your website and email address, details about your membership of any industry bodies and any code of conduct to which you subscribe. You must also give your company registration number, where your company is registered and your name, a description of the main characteristics of the products, the full price including transport costs, taxes and any other fees or costs, and the manner of payment. Also add the terms of agreement, including guarantees, delivery time, return, exchange and refund policy, any alternative dispute resolution code to which you subscribe and the security procedures and privacy policy regarding payment, and payment and personal information.

7. Give the consumer the opportunity to review the transaction, correct mistakes and withdraw from the transaction, before finally placing an order.

8. Customers have a cooling-off period of seven days after receiving the goods.

9. You must refund the customer within 30 days of the date of cancellation of an order.

10. Ensure you have a fail-proof delivery method such as a courier company.

11. Have a good feedback system for queries.

12. Speak to your bank manager for tips to choose the payment methods available.
Several of the major banks in South Africa are offering cost-effective mobile ways to accept card payments, and some independent companies are embracing the technology with their own ‘no cash’ mobile strategies too.

**Payment Pebble**

Absa has the Payment Pebble that allows small, medium and large business owners to accept MasterCard and Visa debit or credit card payments via smartphone or tablet. This means the payment can be received any time, anywhere. It’s a compact, mobile device that plugs into the audio jack of a smartphone or tablet and works with the Payment Pebble app through the internet.

Payment Pebble enables your customers to make safe and secure payments and provides a convenient payment method. It is quite affordable, easy to use and compatible with many of the latest smartphones and tablets. It also provides an email or SMS invoice for customers. Customer PINs are protected and the device and service comply with all banking rules, global certifications and regulations.

Absa customers pay R50 monthly for the first 12 months and R20 after that, as well as a one-off initiation fee of R160 for the first Payment Pebble and R30 for each additional one (all charges excluding VAT). The merchant services fees are 3.2% across all card types.

Users who are not Absa customers must register as an Absa merchant and will pay the same monthly rental and initiation fees as above, although their merchant services fees are 3.75% for all card types.

All transactions paid into an Absa account and processed before 7pm will reflect in that bank account the next working day. Transactions of merchants who bank with another bank will take two days to reflect.

Contracts for the Payment Pebble run on a month-to-month basis and one month’s notice is required to cancel a contract. Merchants must return the Payment Pebble to Absa when they cancel.

You can have as many Payment Pebbles as you want. Your identity is known by the Payment Pebble and not by the phone, so one Payment Pebble can be used on multiple phones. There is also no limit on the number of transactions.

Like any other card machine, the Payment Pebble connects directly to the settling bank when a transaction is made online and if the response from the settling bank indicates an insufficient balance in the cardholder’s account, the transaction will be declined.

**PocketPOS**

Nedbank’s PocketPOS is a mobile debit and credit card reader. The device connects through Bluetooth to a smartphone or tablet. It is portable, easy to install and cost effective. Choose between one that sends a digital receipt to the customer’s email address or one that prints out a physical receipt. Merchants who are Nedbank clients can choose between a contract with bundled pricing linked to transaction volumes, or a pay-as-you-go option that is also available to non-Nedbank clients. Nedbank also offers iMPi, a low-cost credit card acceptance solution for mobile payments involving low-volume, high-value card transactions. You can choose to use a Java application with interactive voice response or a wireless application. You can also choose to use GPRS (low cost) or SMS (universally available) as the carrier for transactions using the Java option. The software is activated by PIN to make it more secure. Other benefits are real-time processing requiring only a mobile phone and imprinter, while it is easy to carry around with you.
iKokha

Emerge Mobile’s iKokha is another way to accept secure payments any time and anywhere, allowing you to process debit and credit card transactions through your smartphone. iKokha is the service and the mobile card reader goes by the name of The Edge. It is a secure chip and PIN card reader that is plugged into a smartphone to process payments. With The Edge a merchant can accept magnetic-strip, chip and PIN transactions via debit and credit cards. The device works with the iKokha app, which can be downloaded free. The device has a built-in battery and a touch PIN pad. The Edge costs R989 one-off with a 2.75% service fee per transaction. Customers can receive receipts by email or SMS.

SnapScan

Standard Bank offers SnapScan, a mobile app that enables customers to pay for their purchases with their smartphones. The app is available to any smartphone user and all transactions on the app are free. You don’t have to be a Standard Bank customer to use SnapScan.

The merchant can set up the system with no hardware required other than a phone, which means that even a person selling apples on the street can be a SnapScan merchant. SnapScan does not charge merchants a sign-up or monthly subscription fee, but does charge them a 3% transaction fee.

Customers have to register for SnapScan and download the app, register their details and their nominated MasterCard or Visa card and select a unique PIN to use for their transactions. To pay for an item, they scan or take a photograph of the merchant’s QR code and enter the amount on their phone. The merchant then receives the payment along with a confirmation SMS.

Customers can use the ‘Merchant Finder’ map in the app to find any one of the more than 14 000 registered merchants using SnapScan.

ON THE CARDS

People often prefer to pay with debit or credit cards rather than cash, and now new technology is making it possible for small businesses to accept card payments without using an expensive card machine. We put together a list of options.

by INA OPPERMANN illustrations ENID DE BEER
Rose buttons
(instructions on page 72)
X STITCH

If you love doing embroidery, we have plenty of ideas for cross-stitch projects that you can do to sell, or simply keep them for yourself.

by DALA WATTS projects ELIZABETH FESTER,, KEVIN SWARTS; LIZEL CLOETE and ANNALIZE STREICHER
styling CARIN SMITH photos ED O’RILEY

Model: Irisda from D&A Model Management.
Hair and make-up: Lyndall from Supernova.
Dress from Mr & Mrs. Shoes from Mr Price.
Buyer’s guide on page 5
Most of use would love to have an extra income, or even better, to work for ourselves. The secret is to keep things simple in the beginning and then to expand as your business becomes more widely known. For this article, we share a few cross-stitch projects as well as ideas for a logo and packaging. Cross-stitch is not too difficult to master and is very versatile: you can do it on almost anything that has holes in it! Choose a theme and colours that work well together to create your individual style. We decided on the vintage look in pastel colours against a white background.

**Rose buttons**
These buttons will turn even the plainest dress or handbag into something special.

**You will need**
- template on page 76
- small cover buttons
- stranded embroidery cotton (DMC colours: Rose 1 – numbers 3609, 3804, 3811, 3346; Rose 2 – numbers 3609, 3805, 989, 3346; Rose 3 – numbers 3805, 778, 304, 3346)
- Aida cloth (13 count)
- graph paper and pencil
- piece of thin white fabric (optional)

**To make**
1. Trace the rose motif onto the graph paper. Cut a square of Aida large enough to cover the button.
2. Embroider cross-stitches, using two strands of embroidery cotton. Work with one colour at a time. Weave in the embroidery cotton neatly at the back to prevent it from fraying and showing through.
3. When you have finished embroidering the rose motif, cut the square into a circle large enough to cover your button.

If the metal of the button shows through, cut a circle of the thin white fabric and insert it in between your embroidery and the button. You can also place the piece of fabric at the back of your work while embroidering, it will keep your work neat.

**Cross-stitch chair**
Browse second-hand shops or bric-a-brac markets for an old bentwood chair with a rattan backrest. Sandpaper it lightly if necessary and paint it with an undercoat first before painting it in the colour of your choice – we used Dulux Pearlglaze in Party Surprise 4, a very soft pink. Use the embroidery diagram on page 76 as an example and ‘embroider’ your chair in the same way as you would usually do cross-stitch. Use knitting yarn or tapestry wool – depending on the size of the holes in your chair – and work the design from the middle outwards. Knot the wool neatly at the back of the chair as you go along. Apply a drop of hot glue to each knot to secure and cut the ends off at the knot when the glue is dry.

**Rose and heart curtain**
Combine lace and delicate stitches to make this feminine curtain.

**You will need**
- embroidery chart on page 77
- white rip-stop fabric (the desired length of the curtain plus 3cm)
- white sewing thread
- 150cm lace (8cm wide)
- stranded embroidery cotton x 7
  (DMC number 3811)

**To make**
1. Cut the selvedge from the fabric. Hem the side and bottom edges with a 4cm double-fold hem. Hem the top edge with a 1.5cm double-fold hem.
2. Cut the lace 6cm longer than the final width of the curtain. Hem the edges of the lace with a 1.5cm double-fold hem. Pin the bottom edge of the lace to the top of the curtain and sew in position.
3. Use the chart on page 77 to embroider the motif on the curtain, 55cm up from the bottom hem. Each cross-stitch is worked over 3 x 3 squares woven into the rip-stop fabric, using six strands of embroidery cotton.

**Heart ring**
This cute ring would make a lovely Valentine's gift.

**You will need**
- heart template on page 77
- 29mm cover button
- craft ring (the type with a small plate attached on which various objects can be glued)
- 8 x 8cm Aida cloth (16 count)
- white and red stranded embroidery cotton
- hot glue gun

**To make**
1. The motif and background are worked in cross-stitch using two strands of embroidery cotton. Use one of the heart templates on page 77 to embroider a white heart in the centre of the square of Aida cloth. Draw a circle with a diameter of 4cm around the heart and fill the space with cross-stitches worked in red thread.
2. Cut away the excess fabric 10mm from the embroidery. Before covering the button with the embroidery, remove the loop from the button back. Insert the back plate into the button front to hold the embroidery in position.
3. Glue the button onto the ring.
Cross-stitch necklace
This unusual pendant is sure to attract attention.

You will need
- template on page 76
- embroidery chart on page 76
- pressed-wood disc, 8.5cm in diameter, 3mm thick
- drill and 1.5mm drill bit
- stranded embroidery cotton (DMC colours, numbers 3346, 989, 3804, 3805, 3609, 778)
- clear nail varnish
- 10mm jump ring
- narrow ribbon

To make
1. Use the template on page 76 to mark and drill the holes in the wooden disc.
2. Follow the chart on page 76 to embroider the motif, using six strands of embroidery cotton. In each coloured section, work one half of all the cross-stitches in the same direction before working in reverse to embroider the second half of the cross-stitches, ending at the same point where you started. Knot the two ends of the embroidery thread at the back of the disc. Place a drop of nail varnish on each knot. Trim the ends of the thread close to the knot once the varnish has dried.
3. Insert the jump ring through the hole at the top of the disc. Thread a length of ribbon through the ring and tie the ends at the desired length.

Cross-stitch stamp
Use an element from your logo and cut your own lino stamp that you can use to decorate your packaging.

You will need
- rubber lino leum
- lino cutters
- ink pad in the colour of your choice
- wooden block
- carbon paper
- masking tape
- double-sided tape
- craft knife and cutting mat
- metal ruler
- ballpoint pen or hard pencil

To make
1. Copy the logo element in the desired size onto paper and cut it out.
2. Cut a piece of lino that is just bigger than the template.
3. Stick your design onto the lino with masking tape, with a piece of carbon paper in-between. Trace the design with a hard pencil or ballpoint pen.
4. Remove the design and carbon paper and go over the lines on the lino again to make them more visible.
5. Use your V-point lino cutter and carve out the lino along the design outlines. Cut away from you and work slowly and carefully—remember, everything that you cut away will not be a part of the printed motif.
6. Now cut away the background and everything that must not be part of the printed motif.
7. Stick the finished stamp onto the wooden block with doublesided tape—this is to make it easier to do the printing.
8. Use the ink pad to dab ink all over your stamp and print the motif on a remnant of paper to test your stamp. If necessary, cut away more of the lino to make the printing neater.
9. When you are happy with your stamp, you can print your motif onto your packages, business cards and ribbon.

Super hoop
Buy a large embroidery hoop (#16 or 18), enlarge the template alongside to fit neatly into your embroidery hoop and trace the letter onto a piece of white fabric with a quilter’s pencil and ruler.

Use tapestry wool or knitting yarn in the colour of your choice and a large embroidery or tapestry needle to embroider the letter onto the fabric in large cross-stitches. Weave in the wool neatly at the back to prevent it from showing through your embroidery. Stitch around the edges of the fabric, allowing 1cm all round if you want the fabric to ‘fray’.

TIP If you are using thin fabric, place two pieces of fabric together before you start embroidering, to prevent your work showing through.

Name, logo and packaging
Firstly, you need to find a name that can be identified with your business. We played around with a cross (X) and called our business ‘X Stitch’. For our logo, we wrote our name in pink using a cross-stitch typeface. We placed our contact details in white on a black banner. The logo and contact details were printed on tracing paper and cut into strips with a swallow tail. The cross-stitch heart on page 76 was designed as an extra visual element, printed on thicker paper and cut out in a circle. We glued everything onto plain white paper packets and cardboard boxes and finished off with more printed cross-stitches (see alongside). Packet and boxes from Merrypak.
Rose-and-heart curtain
(page 72)

A (you need 19 grid blocks between points A and B for all the hearts)
CAST IN CONCRETE

by LIZEL CLOETE photos ED O’RILEY styling CARIN SMITH

Use suitable moulds that you have at home or make your own from paper and cast these lovely cement items – it’s easier than you think. We explain how.
MIX AND CAST CEMENT

Cement work is not just for builders! It is easy to mix yourself using the ready-mix bags that are sold at most large hardware stores. To do these projects, ask for the type where the cement powder and sand are packed together in one bag. There are also sacks of white cement mix that make a white cement, if you prefer this. The bags are large (they weigh 40kg) so you will be able to do a lot with just one bag.

Wire lampshade (R500) from Abode.
Chair (price on request) from Chair Crazy.
CEMENT

You will need
- bag of cement powder and builder’s sand
- suitable moulds (see tip below)
- old bucket (you won’t be able to use it again afterwards)
- plastic measuring jugs
- large metal spoon (you won’t be able to use it again afterwards)
- coarse sandpaper
- cooking spray
- rubber gloves
- dust mask

**TIP** Experiment with different moulds. You can use anything from ice trays with interesting shapes, chocolate moulds, silicone muffin pans and jelly moulds to plastic bottles and containers and polystyrene shapes. Be careful with metal moulds though – the cast cement item will not come out easily once it is hard, unless your mould becomes wider towards the top edge.

To make
1. Wash your mould and dry it well. Spray the inside of the mould very lightly with cooking spray so that no droplets form – if droplets do form, wipe them away with paper towels.
2. When you are ready, put your dust mask on as well as your rubber gloves. Put two parts builder’s sand to one part cement into the bucket and mix it well with the metal spoon.

**TIP** We used a one-litre measuring jug as one unit of measure and were able to cast a few items from this.

3. Now add one part water gradually to the mix, stirring all the while. When you have added about three-quarters of the water, test the consistency of the cement mixture – it needs to be similar to that of thick yoghurt.

4. When the cement is the right consistency, you can cast your item in your prepared mould. Work carefully so that no air bubbles form and tap lightly against the side of the shape to break up any air bubbles. Fill the mould up until the desired height, but don’t let the cement run over the edge.

5. Allow the cast item to stand for a minimum of 24 hours before you unmould it. The cement is now set but is not yet cured. Let it stand for two or three days, depending on the size, while you keep it damp by sprinkling over a little water from time to time. You can also keep it wrapped in clingwrap. The longer the curing process, the better.
JEWELLERY

Make your own cement jewellery. We used a silicone chocolate mould with a heart shape to make our pendants. Leave the cement shapes to set and then drill a small hole in the top into which you insert a cut-off jeweller’s eyelet with epoxy glue. Hook a ring through the eye when the glue is dry and thread a chain, ribbon or cord through it. Add some beads too, if you prefer. You can use the same idea to make brooches. Simply stick a brooch pin to the back of the heart.

PAPERCLIPS

You can use the same hearts to make paperclips – simply glue a mini clothes peg onto the back. Or make a fridge magnet by gluing a magnet to the back.

DOORKNOBS

We made a selection of doorknobs using silicone muffin tins with pretty flower designs. Mix the cement and cast it in the prepared moulds – cast them just deep enough so that the knobs are not too thick or heavy. To insert the screws, make a grid from strips of masking tape across the top of each mould, with an opening in the centre, and press in the screws. Press them just deep enough into the cement that they are firm and leave them to stand like this while the cement hardens.
**LETTER BOOKENDS**

Make your own letter shapes from cardboard that you can use to make cement letters. You can use them as bookends, as we did, or as décor item, or to spell out a name. You can also make numbers and use them as the house number at your front door. Print out the letter (or number) so it is large enough, trace the outer lines onto firm cardboard and cut it out. Also cut strips of cardboard about 5cm wide and stick them around the edges of the letter using a glue gun – make sure that there are no openings in the shape and that the corners are really sharp. When the shape is ready, spray the inside with cooking spray and follow the basic method on page 80. It's a good idea to prop up the sides of the cardboard letter with something heavy so that it keeps its shape. When the cement is set, you can pull away the cardboard and discard it.

**THREE-LEGGED TABLE**

This is strong enough to use as a side table.

You will need
- basic supplies listed on page 80
- plastic bucket as a mould (ours is 30cm in diameter)
- three legs 450mm long with a circumference of 44mm in meranti wood
- 8mm dowel
- super-strong duct tape
- wood varnish and brush
- sandpaper
- electric drill with an 8mm drill bit
- other tools (hammer, saw, and so on)

To make
1. First prepare the legs. Have the one end rounded and drill an 8mm hole through the top. Tap a piece of the 8mm dowel through the hole so that it sticks out about 10mm on either side.
2. Seal a couple of centimetres of the top of the legs with varnish to protect them from the moisture in the cement. Apply a couple of coats and then let the varnish dry completely. You can also varnish the whole leg, if you prefer, but we chose an unfinished look for this project.

3. Now cast the table top. Spray the inside of the bucket lightly with cooking spray and mix the cement following the basic method on page 80. Cast a first layer of about 10mm and let it stand for about an hour – it shouldn't become hard.

4. Position the three legs evenly spaced from each other on the cement layer with the dowel sticks pointing out and stick the legs to the edge of the bucket with duct tape so that they don't sink to the bottom.

5. Cast another layer of cement of at least about 70mm. Tap the bucket lightly on the floor so that the cement surface is even and also tap it lightly on the sides to remove any air bubbles.

**TIP** You can push a stick into the cement to test how deep it is. If you haven't mixed enough cement, mix some more and cast a last layer before the other layers cure.

6. Allow the bucket to stand for a minimum of 24 hours. Remove the table top carefully from the bucket by pulling it out by its legs – get someone to pull away the edges of the bucket while you lift out the table top.

7. Wrap the table top in plastic and from time to time sprinkle it with water until it has completely cured – it takes a minimum of three days and strengthens over time.

**TIP** If you want to use the table as a stool, it is advisable to have some sort of support structure between the legs to carry the extra weight and for sturdiness. Steel wire will provide good support, or you can join the legs together beforehand.
Package your products

You can use these ideas for your business packaging, or use them on giftwrap. Photograph your products against a white background and use the photos to design business and thank-you cards. We created this business card with a photo of letters that we cast in a silicone chocolate mould to make our logo, and made the thank-you card with a photo of a cement heart. The ‘rosette’ is a cut-out photo of our doorknob with a ribbon at the back.

Decorate a white paper bag with a rosette and tie a thank-you card to the handles. Packaging like this will show the product has been created with care.

This small notebook makes a lovely gift for special clients or as part of your marketing material or stationery. We played with a photo of a cement heart to embellish the cover.
TURN THE SUMMER FRUIT HARVEST INTO PROFIT FOR YOURSELF BY MAKING PRESERVES TO SELL AT YOUR LOCAL FARMERS’ MARKET.

FRUIT IN A JAR

by LOUISA HOLST photos ED O’RILEY styling and label design HANNES KOEGELENBERG
Fruit liqueurs

Makes: about 2 litres
Preparation time: 1½ hours, plus a week maturing time
Cooking time: 5 minutes

- 1 litre vodka
- 1 sweet melon, peeled, seeded and cubed
- 250g strawberries, hulled and sliced
- 2 sprigs of fresh mint
- 125ml fresh granadilla pulp
- zest of one lemon
- 850g sugar

1 Sterilise three large preserving jars and their lids. Put one type of fruit into each bottle. Add the mint sprigs to the strawberries and the lemon zest to the granadilla pulp.
2 Cover the fruit in each jar with vodka. Seal the jars with the lids. Shake the jars then set them aside in a cool, dark place for 7-10 days for the flavours to infuse into the vodka. Shake the bottles gently every second day.
3 Make a syrup by heating one litre of water with the sugar added. Stir until the sugar has dissolved, then simmer for two minutes. Remove from the heat and cool completely.
4 When you are ready to bottle the drinks, sterilise the bottles that you will be using. Strain the vodka and discard the fruit (you can reserve a little of the fruit and cut it into small pieces to add to the bottles for a bit of colour, if you prefer). Half-fill the bottles with the infused vodka. Top up with the cooled syrup. Add a little of the reserved fruit, if using. Seal the bottles and shake gently.
5 Serve chilled, add to a cocktail or top up with sparkling water or lemonade. Once the jars are opened, they must be stored in the fridge.

Blueberry, lime and ginger infused vinegar

Makes: 750ml
Preparation time: 1 hour, plus standing time
Cooking time: 1 minute

- 350g blueberries
- 750ml good quality white wine vinegar
- 8 dried lime leaves (or use 6 pieces of lime rind)
- 15ml piece of fresh ginger, peeled and sliced
- 1 chilli, halved (optional)

1 Crush the berries lightly. Put them into a saucepan and cover with the vinegar. Bring to the boil then simmer for 1 minute. Stir once.
2 Pour into a large sterilised jar. Add the lime leaves, ginger and chilli. Leave the lid off until the vinegar has cooled. Seal and store in a dark place for 1-2 weeks.
3 Strain the liquid through coffee filter paper. Pour into sterilised bottles. Seal and label the bottles.
4 This blueberry vinegar is delicious drizzled over summer salads with a little olive oil, and it adds a fruity zing to marinades and sauces.

TIP Try other flavours using strawberries, gooseberries or raspberries instead of blueberries.

To make salad dressing
Whisk together 30ml Dijon mustard, 1ml sugar and 100ml of the prepared blueberry vinegar. Whisk in 300ml
canola oil. Pour into sterilised bottles. Store the dressing in the fridge and shake before using.

**Hot and spicy peach chutney**

**Makes:** about 4 medium-sized jars  
**Preparation time:** 1 hour  
**Cooking time:** about 40 minutes

- 100ml sunflower oil  
- 20ml fenugreek seeds  
- 20ml mustard seeds  
- 10ml fennel seeds  
- 10ml onion seeds  
- 1kg peeled, cubed ripe peaches  
- 1kg peeled, cubed green apples  
- 10ml ground turmeric  
- 500g sugar  
- 400ml white wine vinegar  
- 15-25ml chilli powder  
- 2ml ground cardamom

1. Heat the oil over a medium heat in a large saucepan. Add the fenugreek, mustard, fennel and onion seeds. Stir over the heat for a minute.
2. Add the fruit, turmeric and 20ml salt and stir well. Add the sugar, vinegar and chilli and bring to the boil. Reduce the heat and simmer uncovered for about 30 minutes or until the mixture has thickened. Add the ground cardamom. Remove from the heat and allow to cool completely.
3. Spoon the mixture into sterilised jars. Seal and label the jars. Store in a cool, dark area until ready to sell.
4. Serve with curries or as a dip. Also delicious spread onto sandwiches with cheese or cold meat. Refrigerate once opened.
Plum and cherry tomato jam

Makes: about 8 small jars
Preparation time: 45 minutes
Cooking time: about 40 minutes

- 10ml cumin seeds
- 10ml coriander seeds
- 1kg cubed plums (pitted)
- 1kg baby rosa tomatoes
- 2 medium-sized onions, chopped
- 2 cloves garlic, crushed
- 5-10ml dried crushed chillies (optional)
- 20ml grated fresh ginger
- 500ml red wine vinegar
- 600g brown sugar
- 30ml Asian fish sauce (optional)

1 Toast the seeds in a dry frying pan, then crush them in a pestle and mortar.
2 Put all the ingredients except the fish sauce into a large saucepan. Bring to the boil. Reduce the heat and simmer steadily, uncovered, for about 40 minutes or until thick with a jammy consistency.
3 Remove from the heat and stir in the fish sauce if using. It will add an extra savoury flavour.
4 Spoon the jam into warm, sterilised jars while it is still hot. Seal the jars. Allow to cool then label. Store in a cool, dark place.
5 This jam is ideal to serve with a cheese platter, or spread it onto sandwiches and burgers, or try it spread onto your boerewors roll instead of tomato sauce. Refrigerate once opened.

Nectarine and Earl Grey preserve

Makes: 4 small jars
Preparation time: 30 minutes
Cooking time: 40 minutes

- 1kg firm but ripe nectarines
- 250ml sugar
- 90ml fresh lemon juice
- 60ml Earl Grey tea leaves
- 500ml boiling water

1 Wash the nectarines, then remove the pits and cut the flesh into 1.5cm pieces. Put them into a saucepan and cover with the sugar and lemon juice. Set aside.
2 Put the tea leaves into a jug or bowl and add the boiling water. Allow to stand for 20 minutes, then strain the tea and discard the leaves. Pour the tea into a saucepan and bring to the boil. Simmer for 10 minutes, or until reduced by half.
3 Pour the tea over the nectarines, transfer the saucepan to the stove and bring to the boil. Reduce the heat and simmer for 30 minutes. Remove from the heat. Spoon the hot preserve into warm, sterilised jars. Seal and label the jars.
4 This preserve has a soft texture and is delicious spooned onto scones, pancakes or waffles with cream, or spooned over ice cream or stirred into natural yoghurt. Refrigerate once opened.

Preserved fruit

Makes: about 4 medium-sized preserving jars
Preparation time: 1 hour
Cooking time: 30 minutes

- 400g sugar
- flavours of your choice (cinnamon stick, vanilla paste, cardamom pods, and so on)
- 4kg firm but ripe summer fruit (apples, peaches, pineapples, and so on)
- 200g ripe cherries or cranberries (fresh or frozen)
- 30ml lemon juice

1 Prepare a syrup by heating the sugar with 1 litre water. Add the spices or vanilla if you are using. Once the sugar has dissolved, remove from the heat.
2 Prepare your fruit by peeling and removing the pits. Slice the fruit or halve it, or cut it into cubes.
3 Fill a bowl with cold water and add the lemon juice. Put the prepared fruit into the water to prevent browning. If you use cherries, prick each one with a sterilised needle.

4 Bring a saucepan of water to the boil and add the fruit. Simmer for 1 minute, then drain and pack into sterilised jars. (Do not cook the cherries or berries if using.) Add a little sugar syrup as you are packing in the fruit. Insert a thin knife or kebab stick down the side of the jar to allow air bubbles to escape. Pack the fruit tightly. Seal the jar tightly with the lid and then loosen the screw a quarter of a turn.

5 If you have a canning kettle, you can use it. Alternatively, use a large saucepan. Put a rack or dishcloth at the bottom of the saucepan. Put the jars into the saucepan and then cover them with hot water. Bring to the boil and simmer for 20-30 minutes depending on the fruit you are using (softer fruit needs a shorter time). Set aside to cool completely. Label the jars and store in a cool, dark area. Refrigerate once opened.

6 Try different flavour combinations. We made pear and vanilla, nectarine and cardamom, pineapple and cranberries, and apple rings and black cherries.
Cooking From Scratch = Patience Practice Presence

Michael Pollan
American journalist and author of several books on food, including *Cooked: A Natural History of Transformation*, Michael Pollan offers us his thoughts on how cooking from scratch, rather than using prepackaged foods or ingredients, can change, well, everything.

**WHY IS IT IMPORTANT FOR US TO LOOK AT WHERE OUR FOOD COMES FROM AND TO COOK IT OURSELVES?**

Through my writing, I spent a dozen years or so following the food chain, starting with *The Omnivore’s Dilemma*, which is about where the food comes from. Then I looked at the other end of the food chain – the body part and nutrition – with *In Defence of Food* and *Food Rules*. And I kept getting these hints that the middle link in the food chain, where we cook it or process it – which is the word we use when corporations do the cooking – those transformations were really important to the whole food chain.

How we cook and who’s doing the cooking has a huge bearing on the kinds of farms we’re going to have. The industrialisation of agriculture is driven in large part by the fact that we are not cooking any more, and we’re outsourcing our cooking to fast-food corporations. It’s those companies that, because they’re trying to make a standard product around the world, insist on giant monocultures of the same thing.

Also, I learned along the way that one of the best predictors of a healthy diet is that it’s cooked by a human being. And preferably, you’ll be that human. If you’re cooking, you will be eating, without even thinking about it, a much healthier diet, because the corporations don’t cook very well. They use way too much salt, fat and sugar. These two hints made me want to look at that middle link in the food chain, the one I took for granted because it’s right in front of us. It’s not exotic; it’s our kitchens.

**YOU TALK ABOUT HOW COOKING AT HOME CONNECTS US**

At many levels and to many different things. It connects us to nature: you’re working with nature and transforming nature into an artifact of culture. And cooking connects us to other people. If you’re going to cook, you’re not going to eat alone; you’re going to find someone to eat with. There’s just a basic aspect of cooking. And you put work into it. Too. If you’re cooking, you won’t want people to go off to eat it in front of the television or in their room. You’re going to want to be at the table, eating together.

It connects and weaves families together as well. Cooking has always been social. It was a very important transformation when we went from eating raw food to cooking, which was about people agreeing to restrain their hunger until the food was prepared, and making the fire and keeping the fire going, cooking the meat. We are the only species that has meals, that sits down together and cooperates in that way. There are other species that cooperate in the hunt, but there’s no meaning to that idea of the meal if you’re a lion or elephant.

**STATISTICALLY, WE’RE COOKING LESS, YET WE’RE EATING MORE**

Yes, we eat more meals, but we eat more quickly. We’re eating on the go and on the run. One of the great things about sitting down at the table is you tend to savour what you’re eating. People who eat alone while they’re doing something else eat automatically, so they end up eating more and savouring their food less. About 20 per cent of food in America is eaten in the car. Many of us, by the way, too, which complicates cooking and eating. We’ve given up a lot of the power of food; we’ve just relinquished it. A lot of my work is about recalling people to the power of eating and cooking. I think it’s a shame that we’ve lost that. It’s still available to all of us – I mean, these are very democratic pleasures.

I think people who find their way back to the kitchen realise that they have given up something very precious and they want it more. There’s a great remembering going on now about food, and I think that’s very exciting. There’s something special going on there, and people are trying to find that again. We are physical creatures with five senses, and food should address all of them, not just sight, taste and smell. But it’s part of a larger disconnect from sensory life, as a result of spending so much time in front of screens. Few of us do work that engages us with the material world any more. Food is a great way to reconnect to the senses, especially when you make it yourself.

**ARE YOU SAYING WE SHOULD NOT BUY PREPACKAGED FOOD?**

We all make compromises. Some processed foods are a blessing. I’m glad I don’t have to grind wheat to make flour anymore. And I rely on frozen vegetables all the time – simple, one-ingredient vegetables, which are a great answer for that midweek meal. We all do what we
can, and it’s not an all-or-nothing proposition. No one should be made to feel ashamed about buying something prepackaged – cultivating a relaxed attitude towards eating is important, too.

SO YOU DON’T NEED TO SPEND THE WHOLE DAY COOKING A HOME-MADE MEAL?
You can cook perfectly well in half an hour or even 20 minutes, but there are certain satisfactions that come from delving deeper, and that’s what I was really trying to get at in writing Cooked. I set out to learn how to do it and how to get better at it. I was a very impatient cook, and in the kitchen I always felt I had something else I should be doing, checking emails or exercising; I had a lot of trouble just being there. In the kitchen, I was the furthest thing from being in the flow you can imagine. That was the hardest thing to learn: how to be patient and how to be present. When I learned how to do that – and I had a cooking teacher to thank for that – I found that I could really enjoy it. I didn’t begrudge the fact that this meal took an hour or two hours or three hours. It was actually what I wanted to do; not what I needed to do to get food on the table.

YOUR COOKING TEACHER TAUGHT YOU WISE LESSONS
That was a real turning point in my cooking, which I learned from my teacher, Samin Nosrat. She practises yoga, actually, and she said the key to cooking is the same as the key to yoga: patience, practice and presence. That last part – presence – is the hardest. To really be present to the work and not let yourself be pulled away by thinking about what you have to do next or what’s undone in your office, a call you want to make; it’s really a kind of practice.

She noticed that I was rushing when I was sautéeing my onions.
And that’s the first step at the very beginning of almost every recipe. chop an onion and sauté it. The longer you do that, before you add other ingredients, and let the sauté unfold, the better the dish is going to be. You’re going to get more caramelising, and all the complex flavours that come from long, slow cooking. But who is willing to wait for more than 10 minutes? When they write a recipe, chefs won’t let people sauté onions for 30 minutes. I’ve seen chefs who do that – but in a recipe in The New York Times, they’ll say 10 minutes because who wants to stand around cooking onions for more than 10 minutes? But even that’s not enough; they’ll still be crunchy.

Samin watched me and she told me, ‘Slow it down. Lower the temperature.’ That was hard for me, but it paid off. It paid off in all sorts of ways.

SOUNDS QUITE ZEN
Learning to slow down in the kitchen is a very hard thing, and people will resent you for saying that. ‘I can’t put that much time into cooking!’ I don’t do it every night, but when I do it, I try to bring the same focus and attention to it that I do to my writing, and that’s very rewarding. Plus it produces a much better result.

HOW DOES COOKING, BAKING, OR FERMENTING FOR OURSELVES HELP MAKE OUR LIVES BETTER?
The sheer pleasure of the process is, for me, the great motivator. I find making these things incredibly therapeutic, a great way to relax, and, much like gardening, it’s a way to reconnect with the natural world and with our senses. Even if you only do it occasionally, it gives you a keen appreciation for the people who do it all the time – the people who prepare our food, whose labour we should honour.

DO YOU HAVE TIPS FOR PEOPLE WHO WANT TO START COOKING FROM SCRATCH?
Just start cooking yourself. Jump in! It’s not hard. It gives you so much more control over what you’re eating. You’ll decide how much salt and fat you use.

These days, there are so many wonderful books and websites out there that will give you plenty of ideas for whatever you want to make. Just think up whatever you want to make, and you can search online and get a good recipe. The main thing is: don’t be afraid. You really can’t screw up. And don’t worry if you can’t exactly follow the recipe – it won’t collapse. Most things are not a soufflé. I would just encourage people to be fearless, and don’t be afraid to fail. As with learning to write or to build a house, or to do anything, the fear of failure can be very paralysing. Approach it in a spirit of play.

Well, I’m afraid I have to go now. I have a loaf of bread in the oven!
Q: WHEN GIVING SOMEONE FLOWERS, EITHER FROM THE SHOP OR MY GARDEN, HOW DO I WRAP THEM PROPERLY?

A: Here are some easy steps to follow for a gorgeous gift: start by putting a sheet of clingwrap on a table, followed by a strip of wet muslin or other absorbent fabric, and finally the flowers. Fold the muslin over the stems then close the clingwrap to contain the moisture. Place the flowers diagonally on tissue paper and fold the bottom part over the stems first. Then fold over the sides in a diamond shape and tie it all together with a piece of string or ribbon.

QUESTION:
I like to look more 'dressed up' in the evening. What are easy ways of achieving this?

ANSWER:
- If you normally wear brown eyeliner, switch to black at night for drama and glamour.
- If you wear one coat of mascara during the day, go with three at night and use the blackest mascara you can find – even if you’re blonde.
- A little sparkly iridescent shadow on the lower lid looks gorgeous at night. It can also be placed under the eye at the inner corner for subtle drama.
- A touch of shimmer on the apples of your cheeks over your blush is a quick way to illuminate your skin.
- Go deeper in colour on your lips and eyes.
Q: HOW DO I REMOVE LIPSTICK FROM MY NAPKINS?
A: Remove the marks with glycerine, eucalyptus oil or diluted ammonia.

Q: How do I get my brass and silver sparkling for my Valentine’s table?
A: Sponge off the items with diluted ammonia or bicarbonate of soda.

TIP
To get beetroot stains out of fabric, first sponge the mark with cold water. Soak it overnight in water and detergent then rinse. Sprinkle borax on the damp stain and pour boiling water over it. Keep in mind that borax is poisonous.

February is all about romance and intimate dinners. Here are answers to some of the questions you may have around this time.

YOUR QUESTIONS ANSWERED

compiled by TERENA LE ROUX photos ED O’RILEY styling CARIN SMITH
YOU said it

We love hearing from you. Please send us your letters and emails.

WRITE TO US & WIN!

Write to Ideas/You said it, Box 1802, Cape Town 8000, fax 021 408 3046, email us at ideased@media24.com, or go to www.ideasmag.co.za. Remember to include your address and telephone number.

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For more information, and to see all the colours, go to www.evolvepaints.co.za.

The seeds of inspiration

About four years ago my wife found an article in your magazine. She was determined to duplicate the project, which was making names out of cardboard. I watched her struggle for a while and then decided there must be an easier way to do this. I cut the letters out of wood for her and she decorated them for our niece as a Christmas gift. We then made some for our grandchildren and decided that this was actually quite a good idea.

So did other people. We started making name frames for children’s walls. People bought them for baby showers, gifts, and just because they are so pretty and unique. This little venture grew into polystyrene craft as well and the next thing we knew we had a little home industry going called ‘Our Things’. Our business has been growing ever since you planted the seed.

Thank you for the inspiration!

Tom McDonnell, by email

Craft connection

My mom lives in Benoni and I live in Cape Town. She came to visit in 2013 and started looking at all my issues of Ideas, and she was hooked! It has become a competition between us to see who is first to get the new issue. We spend loads of time talking about the latest articles, trends, hints and recipes and we try out the different crafts, which we photograph and send to one another on our phones.

My mom is 84 years old and she is remarkable! Thank you for putting out such a great magazine. It has created an opportunity for my mom and me to remain connected even though we are so far apart.

Patricia Wade, Constantia

LONG-TIME FAN

I started reading your magazine long before the name was changed to Ideas; it was called Woman’s Value then. I really think the current name fits perfectly because the magazine has brilliant ideas for projects. I cut and file sections of the magazine every month and they come in handy for my craft projects.

IDEAS spells: Innovative; Doses of brilliant ideas; Every aspect is covered – knitting, sewing, painting, scrapbooking; Amazing crafting ideas; Super magazine for super handcraft projects.

Nzwaki Nkayi-Ngculu, Fish Hoek
STUDENT SAVVY

As a student living far away from home on a tight budget, decorating and making my apartment welcoming and vibrant was proving to be a challenge. I started buying ideas, hoping to find some savvy tips for decorating, creating and cooking. I must report that I have been impressed and delighted. I've been able to entertain friends and show off handmade décor and food that I was proud to present.

From painting the legs of my dining-room table a dazzling copper, to folding and filling Asian takeaway boxes with yummy noodles, and making a simple but beautiful lampshade, ideas has been the best source of information I could have asked for. Thank you for helping me transform my empty student's apartment into an enjoyable space.

Caitlin Stott, Rondebosch

Renewed inspiration

I thought I loved the November issue until I saw the December issue. It has given me renewed inspiration. I will be doing the pink and gold table décor. The recipes are easy and they also have ingredients that my small-town grocer stocks. I have found that ideas is fast becoming my favourite magazine when I want to impress.

Bongiwe Ndlovu, Greytown

Passionately creative

I have a creative flair and absolutely love DIY ideas. I am a sucker for attention to detail, and so I always coordinate my own events – to satisfy my inner passion for décor and detail. I recently had a baby shower for my second daughter, due in December 2014. I made most of the décor for the shower myself. I hope the pictures inspire other readers to be creative.

Shanome Chetty, by email

BURLESQUE BIRTHDAY

Every mother wants to make her daughter’s 21st birthday a special event. After years of reading Ideas I had the courage and desire to make her party as unique and beautiful as she is.

At the entrance I arranged welcome drinks on a table in the shape of a ‘21’. Floating frames made from paper doilies and spray painted in different colours covered the wall. I had a wire worker make lampstands replicating the legs of burlesque dancers wearing fishnet stockings. The lamp and legs were spray painted black and the shoes pink. The lampshade looked like a burlesque outfit, complete with corset and garter, and I made napkin rings in the shape of corsets from cardboard.

Michelle Smith, by email

Coffee shop blog

A while ago my wife mentioned an article where someone asked for advice about setting up a coffee shop. It just so happens that we were busy opening our own coffee shop. There were so many surprises that awaited us. I am a crime author, but also write a blog. The exercise has been documented in my speciality Coffee Shop series where I try to point out the pitfalls and the important things: James Fouche, wordpress.com/2014/09/22/speciality-coffee-shop-branding/

James Fouche, Knysna
how to

Use gelatine to make a printing plate and then have fun making interesting and unusual prints.

by LIZEL CLOETE
photos ED O’RILEY
extra styling CARIN SMITH
MAKE YOUR OWN ART PRINTS

What is gelatine printing?
Usually printing requires special equipment but with this method you can enjoy making your own beautiful prints without emptying the piggy bank too much.

* DIFFICULTY: Easy
* TIME: Over two days

You will need
For the printing plate:
- 1-2 packets of gelatine (depends on the size of your mould)
- baking tray or flat plastic container to use as a mould (a minimum of 2cm deep)
- mixing bowl
- measuring jug and cups
- balloon whisk
- glass or plastic sheet (a tile or cutting mat will also work)
- paper towels

For the printing:
- design of your choice (or use our template on page 101)
- good quality paper (experiment with different types)
- water-based ink (or paint) in the colour of your choice
- rubber ink roller
- craft knife and cutting mat

1. First prepare the printing plate
Work out how much gelatine you will need if you fill your container with water (you will need at least 2cm of water). Fill the container than pour the water back into your measuring jug to see how much it is. Use two heaped tablespoons of gelatine for every 250ml water. Boil half the water. Place the other half in a mixing bowl and sprinkle the right quantity of gelatine over it. Mix it in with a balloon whisk until it is incorporated.

2. Add the boiling water to the mixing bowl and whisk it in well with the balloon whisk.

3. Cast the gelatine mix in your mould. Scoop up as much of the foam on the surface as possible using a spoon. Drag a sheet of paper towel lightly over the surface to absorb the rest. Leave the mixture to start setting (about two hours) and then place it in the fridge overnight to set completely. You can cover it with clingwrap once it is set.
The next day remove the container from the fridge and loosen the sides of the gelatine block with a spatula, being careful not to tear it.

Place your glass or plastic sheet next to the container and lift up the gelatine block carefully from one side of the container – place both your hands under the block so that it doesn’t tear. Place it onto the sheet.

Do the printing
Trace your design onto paper or cardboard and cut it out to use as a stencil. We also cut a paper frame for our print.

Squeeze ink in the colour of your choice onto the gelatine block and use a rubber roller to spread it all over the block.

TIP We used black Dala Block Printing Ink but you can also use ordinary paint that you have thinned slightly.

Place your stencil (and frame, if you are using one) carefully on the wet ink to block out these sections (the covered sections will not print).

Place a sheet of paper onto the block and lightly press the whole area onto the block so that the ink can be absorbed – take care not to move the paper. Lift up the paper carefully – you now have your first print.
You can now make more of the same print, until the ink becomes too light. Experiment with pages from an old book or paper with different colours and textures. Remove the stencils when you are finished – your block will look like the one in the photo above – and make a ‘negative’ print, if you prefer. You can also block out more sections with another stencil or add a second layer of ink in another colour.

Here is another method
Place your unused stencils on the clean gelatine block and first roll your roller in ink on your glass or plastic sheet before you apply it to the block.

Carefully remove the stencils and place your paper in position to make your print. You can make a few more prints, until the ink becomes too light.

Crown template

Ink and rubber roller from The Deckle Edge.

NOTE
You can easily clean your gelatine printing block between printing sessions by carefully wiping it clean under cold running water. Dry it gently afterwards with paper towels. Your block will keep for a couple of days in the fridge, but after a few printing sessions it may begin to tear or to develop mildew. Simply make a new block.

GOOD IDEAS
• Give your prints interesting textures by, for example, pressing bubble wrap or corrugated cardboard into the wet ink so that it makes a pattern. Remove the plastic or cardboard before making a print.
• Use this printing method to print your logo onto your business packaging or onto gift wrap.
Create a trendy chevron-patterned cake with our step-by-step guide.

You will need • round cake • plastic icing in the colours of your choice • measuring tape • sheet of paper • pen, ruler and scissors • cornflour • rolling pin • craft knife • pin • small paintbrush • petal glue (or water)

Measure the circumference of the cake with the measuring tape. Decide how big you want the chevron pattern to be (that is, the distance between the points of the pattern). Make sure the chevron measurement divides into the circumference: 45cm circumference with the pattern points 3cm apart gives 15 points. Use the measuring tape and pin to mark where the bottom points of the pattern must go (our chevrons are 3cm apart from side to side and 3.5cm from top to bottom). This will keep the pattern straight and evenly spaced.

Make the pattern template. Fold the paper into a concertina half the width that you want the pattern. Ours was 1.5cm. Make marks on the paper 3cm apart then two more marks halfway between the first marks, at 1.5cm and 4.5cm, on the opposite side. Cut the paper diagonally from one mark to the next.

Dust a clean, dry work surface liberally with cornflour and roll out a piece of the icing to about 2mm thick. Place the template on top and use the craft knife to cut clean lines around the template. Don’t make it too long as it will stretch a little when you stick it onto the cake later.

Turn the piece of icing over and dust off the excess cornflour. Use a small brush and paint a very thin layer of petal glue or water over the entire piece. Carefully stick the icing onto the cake, using the pin holes as a guide. Place the cake on an overturned bowl to make it easier to stick the chevrons on along the bottom. You can make indentations into the pattern with the craft knife to match and disguise the join lines, if you prefer.

Cake stand (R189) from @Home. Glass bottle (R29) from Typo. Buyer’s guide on page 5.
CRAZY about chevrons
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