

GOING *sala*

Designer Danielle Margaux Vermaas is a fashion power house, with training in buying, assisting on fashion shoots, and now her own label. **Daniela Panzeri** speaks to her about the Danielle Margaux ready-to-wear collection

You qualified with a Fashion Design diploma from the Cape Peninsula University of Technology, what has been the most valuable lesson you have learnt that studying never taught you?

I have learnt that planning and working according to time lines is crucial to get all the work done in order to meet deadlines. I never used to write everything down and now I do.

Who are some of the most notable designers you have worked with?

I worked in the Kluk CGDT studio for four years and I spent quite some time in the studio of Paul Van Zyl and Errol Arendz too.

You started your design career as a pattern drafter, how important were those developmental years in establishing your signature style?

I found that working for different designers and being exposed to their style taught me to be more open. Someone told me after my fashion week show that they could see the Kluk influence and that was such a great compliment to me, because to me it showed that I learned something in all my years there.

You have worked both locally and abroad, which countries do you find to be the most inspirational in terms of design?

I have a great love for France, England and Italy. I think that Scandinavian design is very good and I also love Australian design. I tend to be drawn to clean lines and shapes and also

classic elements. I am a dreamer and I suppose that is why Europe appeals to me so much.

When did you realise it was time for your own collection?

I had always told myself that by the time I turn 30 I must have my own business. I left Malcolm and Christiaan when I was about to turn 29. It was one of those things that I had to do, even though I was very scared.

What type of woman wears Danielle Margaux?

The woman who wears Danielle Margaux is a lady who dresses more smartly than casually. Naturally she would be inclined to enjoy classic timeless pieces, which also have a modern feel to them. She is feminine and chic and likes to make a subtle statement.

What Danielle Margaux item should every woman have this season?

I am doing dresses and more dresses for summer. Voille dresses, cotton dresses, knit and mesh, all in fresh and crisp colours. My inspiration – a glass jug of water with ice cubes, mint leaves and lemon.

Visit www.daniellemargaux.co.za, email info@daniellemargaux.co.za or call 078 477 4455. ♡

