

— Designer Profile —

THREE TIMES A LADY

BY KYLE BOSHOFF

Danielle Margaux revisits what it means to be a woman.

There is an inside-joke between designers and journalists that the only question in a writer's arsenal is: "What is your inspiration?" The result can often be interviews that are tired and clichéd, resulting in little new information. This said, the question about inspiration is pertinent to the emerging designer, Danielle Margaux. As the label grows, and Danielle's ability to impact the wardrobes of South African women, it becomes increasingly important to understand what influence's this designers strong point of view.

at Klük/CGDT, she rose to the position of Production Manager and Creative Design Assistant. Two years ago, Danielle branched spread her creative wings and started the Danielle Margaux label. Starting a label is never easy, even with great talent. Danielle identifies manufacturing as the greatest challenge to South African designers. Very few designers ever reach the mass-production level and as a start-up label, production quantities will be very small. This means that producing the goods is expensive and time-consuming.



Based in Cape Town, the designer has had extensive experience in ensuring the perfect translation of other design houses' aesthetics. She has worked with designers Errol Arendz and Gabi Rosenworth and, after starting out as a pattern drafter

In response to the obstacles Danielle explains that "where there is a will, there is a way". Not only does the designing require creativity, ways of doing business must be done creatively in order to sustain what Danielle sees as her mission. Global fashion, in the past few seasons, is making a general dash towards minimalism, androgyny and functionalism, despite the seasonal kickbacks to femininity. Danielle views herself as tied to the spirit of a woman, rather than trends. Her latest showing at Cape Town Fashion Week was inspired by contrasts: soft against hard, sheen against matte and draping against structure. Using a palette drawn from a peacock feather,

Danielle presented a collection, which casually moved from casual daywear to understated, elegant eveningwear.

The translation of an inspiration drawn from the spirit of a woman is clear and through the garments, Danielle is inspiring many to feel, act and look like a lady again. Celebrated as a success, this collection will now be available from sarie.com, the House of Fashion in Cape Town and from the label itself. With luck, and Danielle Margaux, you can be a lady again, tonight. ✓

FOR MORE INFORMATION CONTACT
INFO@DANIELLEMARGAUX.CO.ZA OR
VISIT WWW.DANIELLEMARGAUX.CO.ZA.