

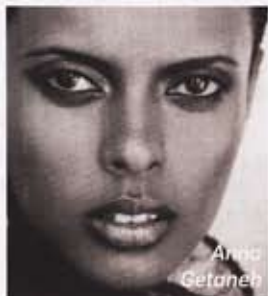
...& shop

African Mosaïque
 44 Stanley Avenue, Milpark
 Africa has inspired fashion
 in a variety of ways. This shop
 is about reclaiming African
 fabrics for Africans

African Mosaïque was born out of international model Anna Getaneh's frustration that Africa and Africans were not sufficiently represented in the fashion industry overseas. 'People were just borrowing ideas without understanding the culture or the people and making money from that,' she says.

Anna, managing and creative director of African Mosaïque, had spent almost a decade working with world-renowned designers (Lacroix, Donna Karan, Yves St Laurent, Ralph Lauren) overseas. She had also started a nonprofit initiative in New York and Paris in 1994 that provided a space for African designers who had no platform to showcase their work. Fashion shows were held annually in New York and Paris and helped raise funds for her charity, The Ethiopian Children's Fund.

In 2004 Anna decided to make Mzansi her home with her husband and two children. She then launched



the commercial wing of African Mosaïque in a small studio in Rosebank. This was so that local designers could sustain themselves by making a profit from their work.

'I also became a designer by default as I was always passionate about fabrics and their origin. I love how African fabrics sustain cultures and how the fabric feels,' explains

Anna. 'The fabric guides us. We're not driven by trends but make contemporary and stylish wear.'

The store has been at the 44 Stanley centre in the heart of Milpark for just about a year now. It stocks handcrafted, beaded or woven garments, couture, accessories and textiles.

The fabric is sourced in places such as Venda, Lesotho, Ghana, Ethiopia, Madagascar, Morocco, Benin and Zanzibar. Anna makes her in-house African Mosaïque collection from African textiles and exclusively carries designers such as Thula Sindi, Koketso, Doreen Mashika, Zanzibar, Mkwio, Helen Asrat, Jewel by Lisa, Eric Raisina and Paul Herve Elizabeth. Prices range from R750 to R5 000. 011-726-5898, www.africanmosaique.com



Shift dress (above)
 and tote bag (below)
 from African
 Mosaïque



ANNA'S FAVOURITE NEIGHBOURS (AT 44 STANLEY)

- **Atomic Orchid:** A floral design studio specialising in boutique-style arrangements and orchids. I love it because it's a family-run business and the passion the owners have for what they do is visible. 011-482-4195
- **Imagine Nation:** I love this soulful homeware store that stocks items from all over the world. It's so original, eclectic and not too expensive. 011-726-8865
- **Lucky Fish:** The epitome of quirky. They sell anything from clothing to furniture, toys and small interesting gift items. I love the setting, and the owners are lovely. 011-726-8386

WE LIKE:

- The shift dress from African Mosaïque
- African Mosaïque tote bag
- Suzani scatter cushions from Imagine Nation (left)