

# ELLETALENT

ELLE caught up with ANISA to discuss her journey so far.



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**ELLE:** Why did you enter the ELLE New Talent competition?

**AM:** I had just come back from studying in London and I wasn't sure what I wanted to do with my life; I didn't have a clue what my next move was or who to talk to about starting my own label. It was by divine intervention that my indecisive state, at the time, led me to be a winner of a major fashion competition. What a blessing! And to think – the day Dion Chang phoned me to tell me that I was a finalist – I was parking my car outside the British Embassy to apply for a visa to go back to the UK and work as a strawberry picker. I made the quickest U-turn known to man.

**ELLE:** What did your mentorship at Mr Price entail?

**AM:** The whole programme was set up to give me deeper insight into the many areas and levels of the retail industry. I worked closely with the trend analysis

into interesting silhouettes that could be sold to different market groups.

**ELLE:** And now...?

**AM:** I'm working on building my own label, Loin Cloth & Ashes. I'm aware of trends and still do a lot of research, but I still feel strongly that I have a responsibility to myself to make an "Anisa original". I'm working on building my client base and hope to see my label on a ready-to-wear stage this year, because once I start, that's it. There's no holding back.

**ELLE:** Dreams for the future?

**AM:** I see myself owning my own shop and having people who wear my clothes feel that the world is a bit brighter. I'd also like to start another label within Loin Cloth & Ashes that makes clothes for the fuller-figured woman. And I'd like to have a family of my own.

**ELLE:** Did winning this competition set you on the path to reach this dream?



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*book, for MY GRANDKIDS and their friends to see that IT IS OKAY for my country to be proud of me"*

team and learnt so much about sourcing the latest trends, relating them to a target market and providing them with an affordable product. I loved the process of seeing catwalk trends being simplified

**AM:** Definitely. It opened my eyes to the realities of the clothing business, how intense it is and that to be successful, you have to think that you already are, work hard and network.



LEGGINGS,  
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Anisa's limited range, designed for Project, is available at selected Mr Price stores.

