

# Glamour South Africa

## May 2011

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# GLAMOUR

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Page 146

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### MY SUNNY AFRICAN DRESS

“The minute I heard about Township Patterns, I wanted to get involved with the project. A French woman, Nicole-Marie Iresch, had founded the clothing line when she fell in love with SA’s vibrant townships, and I loved the concept behind it: to empower women by giving them a way to design clothes for an international market.

“When I met Nicole-Marie, Freshlyground had just been signed to record ‘Waka Waka’ with Shakira for the World Cup and we decided that this international platform would be the ideal way to put Township Patterns on the map, and to bring some much-needed African flavour to the

stage. Nicole-Marie designed a dress for me to wear at the opening night ceremony and it blew me away – I love high-waisted styles that flare out to exaggerate the female form (I’m a true African woman) and the big collar is such fun!

“I love dresses that flare out to exaggerate the female form.”

“The day before the concert, we had the final dress rehearsal and we were all on edge (not surprisingly, as two billion people would be watching us 24 hours later) but as we finished our set, I was called over to discuss a problem. I was told my dress

didn’t fit in with the artistic direction of the set. Township Patterns was disappointed, particularly since this was Africa’s World Cup and I was dressed in a traditional African print, but the adrenaline kicked in and I soon forgot about my clothes.

“Although I never got to showcase it on the big day, my vivid yellow dress still means a lot to me; it makes me think of those heady months, and of the women who’ve achieved financial independence. I recently wore it to a fashion launch, and when I put it on, I found myself smiling as it reminded me not to take life too seriously, no matter how successful I become!”  
– Zolani Mahola, 29, lead singer of Freshlyground ©