

**CATEGORY SOFT FURNISHINGS
WINNER RONEL JORDAAN**

You can discard the images that the word felt tends to conjure up. Forget about dinky crafts, hand-made puppets and pool tables. Talented textile designer Ronel Jordaan's hand-made wool products, including cushions, blankets, scarves and lampshades, redefine the fabric. Her tactile pebbles and rocks have a delightfully humorous emotional appeal. Expecting rock-like texture or roughness, many people laugh when they touch them, delighted at being duped by the *troupe Fovels*. Ronel is inspired by nature, which supplies her with an endless stream of colours and form. In a single dried eucalyptus leaf she finds pinks, ochres, browns, greens and greys. She's a hot export too. In London her work can be seen in Mint, Arum and Hand. She also stocks Carol Boyes in New York and Paris is next on her list of cities to conquer.

'I TAKE THE TRADITIONAL AND MAKE SOMETHING COMPLETELY NEW'

Why we think she's a winner: By taking an old-fashioned fabric and giving it a witty technological spin, Ronel has capitalised on the element of surprise. Her inventiveness with fabric provides endless design options.
What's next? She's currently exploring mixing the warmth of wool with the cool properties of silk.

RONEL ☎ 012 434 5456, 011 757 7795 OR
VISIT WWW.HOWLINGGLOBAL.CO.ZA