

Enthusiastic designer living and breathing his work



Passion, diligence keys to success in competitive field

CRAIG Alexander, from Port Elizabeth, has his own fashion-design company, Cool the Guyz.

QUESTION: Describe a day in your life.

ANSWER: Not only my day, but my life is consumed by my work. So much so that I have clothing patterns on my bedroom wall! I wake up early to start work on new garments or I do alterations on nearly completed designs. At the moment I'm completing a red and gold Abba-inspired cat suit for a six-year-old for her school's modeling competition. Through my company I aim to address a very real need among today's youth for skills development and training within the community, trying to relieve this problem to a certain extent.

Q: Why did you decide on this career?

A: I've been sewing since I was in primary school and my mom taught me in the beginning. I've been creating my own clothes and personal items since I was very young and have always dreamt of becoming an artist or an actor. I've always been driven to express my individuality and I always have lots of ideas that I'm eager to put into action.

Q: How did you get into this career?

A: I felt there was a need in the fashion industry for funky, cool, fresh and original ideas, I have always had a passion for the arts and I was born with creativity and surrounded myself with art. I would of-

ten change out of my school uniform into one of my own creations during school hours. I started out designing clothes from my mother's garage and am now operating from my own house with two ladies helping me sew. I love being busy, creating garments for clients.

Q: What are the challenges of the job?

A: To tackle designs that I've never attempted before and to come up with new ideas. I also have to be professional and have a business mind to keep up with my competitors in terms of price and the quality of work we produce. I'm aiming to extend my home to accommodate my business and this is also a challenge. My goals are high and negative energies do not work on me.

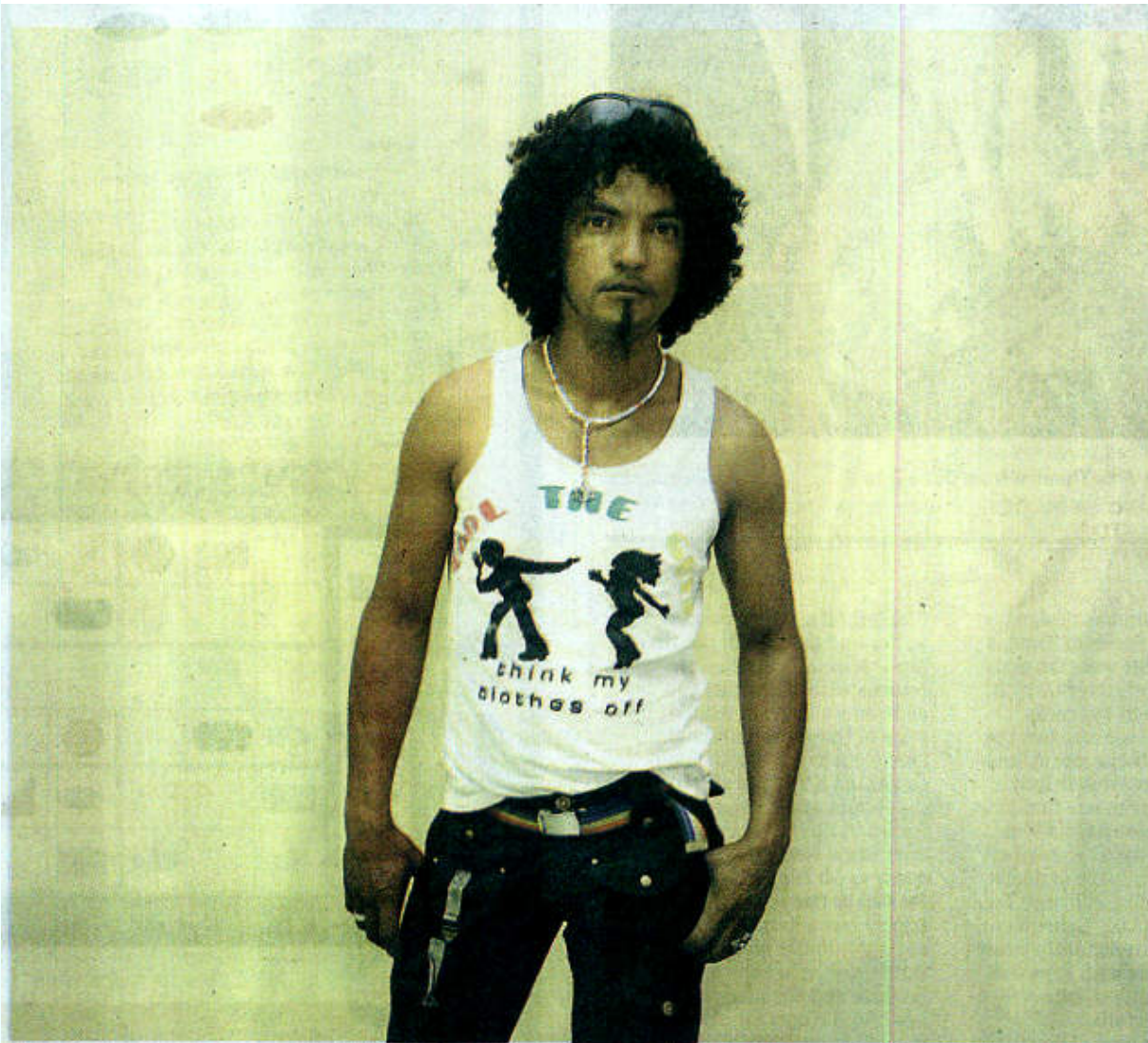
Q: What do you love most about your career?

A: I love new ideas and coming up with unique and different designs. No matter how challenging something may appear, there is always a solution and coming up with that solution is also something I enjoy about my type of work.

Q: What kind of person will make a success of this career?

A: They have to have a passion for fashion, a natural creativity, be positive and have perseverance and drive.

Q: What subjects do you need to pass in high school to be able to study towards this career?



FINE DESIGN: Craig Alexander started sewing in primary school and clothing design is now his career. Picture: SUPPLIED

A: Sewing is highly recommended. I've personally always enjoyed art and woodwork and any type of handwork at school, but I think if you're naturally creative and have a keen interest in fashion, a career in the fashion industry could

be the right one for you!

Q: What does one study at tertiary level to get into this career?

A: Design, drawing, pattern making, sewing, textile designing and print

making among others. I studied at Port Elizabeth College and did a course at The Hope Factory, a national enterprise development company where I learnt valuable sewing and business skills. - *The Times, Avusa Group News*

