



ENTREPRENEURS

CRAIG ALEXANDER IS THE OWNER OF A DESIGN company and one of SAICAs Hope factory entrepreneurs. The Hope Factory is a leading national non-profit organisation which is dramatically impacting and improving the lives of previously disadvantaged South Africans by providing holistic training and entrepreneurial development programmes. This highly effective programme includes training in business skills, life skills and technical skills, as well as a comprehensive Job Creation programme, to further develop these skills.

From very early in his life Craig was taught sewing by his mother and that's what triggered what later transpired into a passion that he wasn't able to get rid of. He went on to learning it formally in primary school, and has never looked back since.

"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" says Craig. He's always expressed his individuality and has lots of ideas that he's always eager to put into action. And says that is why he decided to pursue the fashion career. When asked about what he loves the most about this career path, Craig says that he loves the 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"

A day in Craig's life is consumed by his work "so much so that I have clothing patterns on my bedroom wall."



Craig Alexander

He wakes up early to start working on new garments, or alterations on nearly completed ones. He says his job is not very easy and there are some challenges like tackling designs that he's never done before, as well as coming up with new and fresh ideas. "I have to be professional and have a business mind to keep up with my competitors in terms of price and the quality of the work we produce."

He says that to make it in this industry one has to have a passion for the fashion industry, a natural creativity, positivity, perseverance and drive. In high school you need to pass sewing as a subject and the subjects to study in tertiary level are: design, drawing, pattern making, sewing, textile designing and print making among others.

Craig aims to extend his home to accommodate his business and, says that through his company he aims to address a very real need among today's youth for skills development and training within the community. He is a motivated young man who knows what he wants "my goals are high, and negative energies do not work on me." XI