

The Promenade Collection



by *Skinny laMinx*



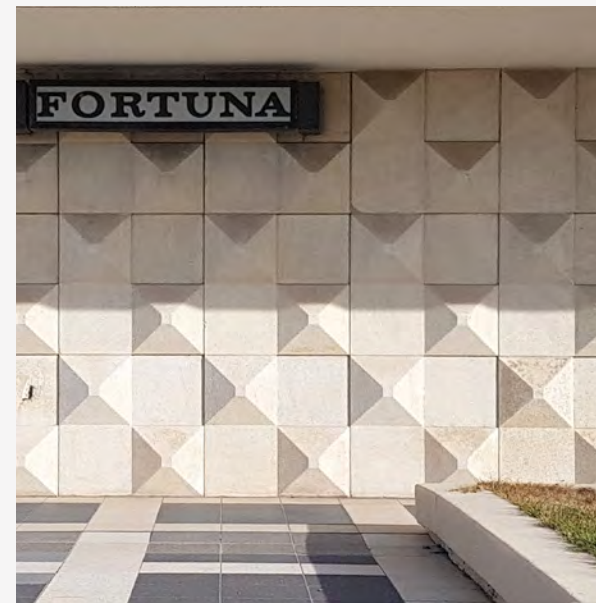
The Inspiration

The Promenade in Sea Point is one of designer Heather Moore's favourite places in Cape Town, because there is just so much to see. Waves and surfers, paragliders and windblown trees, pram pushers and wheelchairs, dogs and joggers all make up a passing parade that's one of the enduring pleasures of Cape Town life, and one that's free for all to enjoy.



The Intention

The PROMENADE lifestyle collection from Skinny laMinx celebrates the mid-century architectural heritage along the Atlantic Seaboard.





The Collection

The designs featured in the collection were inspired by three mid-century facades: The faceted sandstone facade of Fortuna apartments in Mouille Point; the terrazzo mural by Erik Laubscher high up on Bonne Esperance apartments at 187 Beach Road; and the meandering mosaic mural on the Sea Point public bathrooms.

Products in the range include a limited-edition Risograph print of each of the three facades, two silk scarves, a ceramic stacking vase, and a collaboration with accessories design brand The Wren.

The Stacked Vase

The Fortuna stacking vase, developed with the expertise of ceramicists Vorster & Braye, celebrates the severe beauty of the faceted sandstone facade of Fortuna apartments in Mouille Point.







This design was further extended into a limited edition print, as well as a silk scarf.

The Summer Scarf

Fortuna and Promenade are the designs of two floaty cotton-silk summer scarves from Skinny laMinx, inspired by two striking mid-century architectural facades along Beach Road, evoking the breezy joy of a summertime stroll along the Sea Point Promenade.







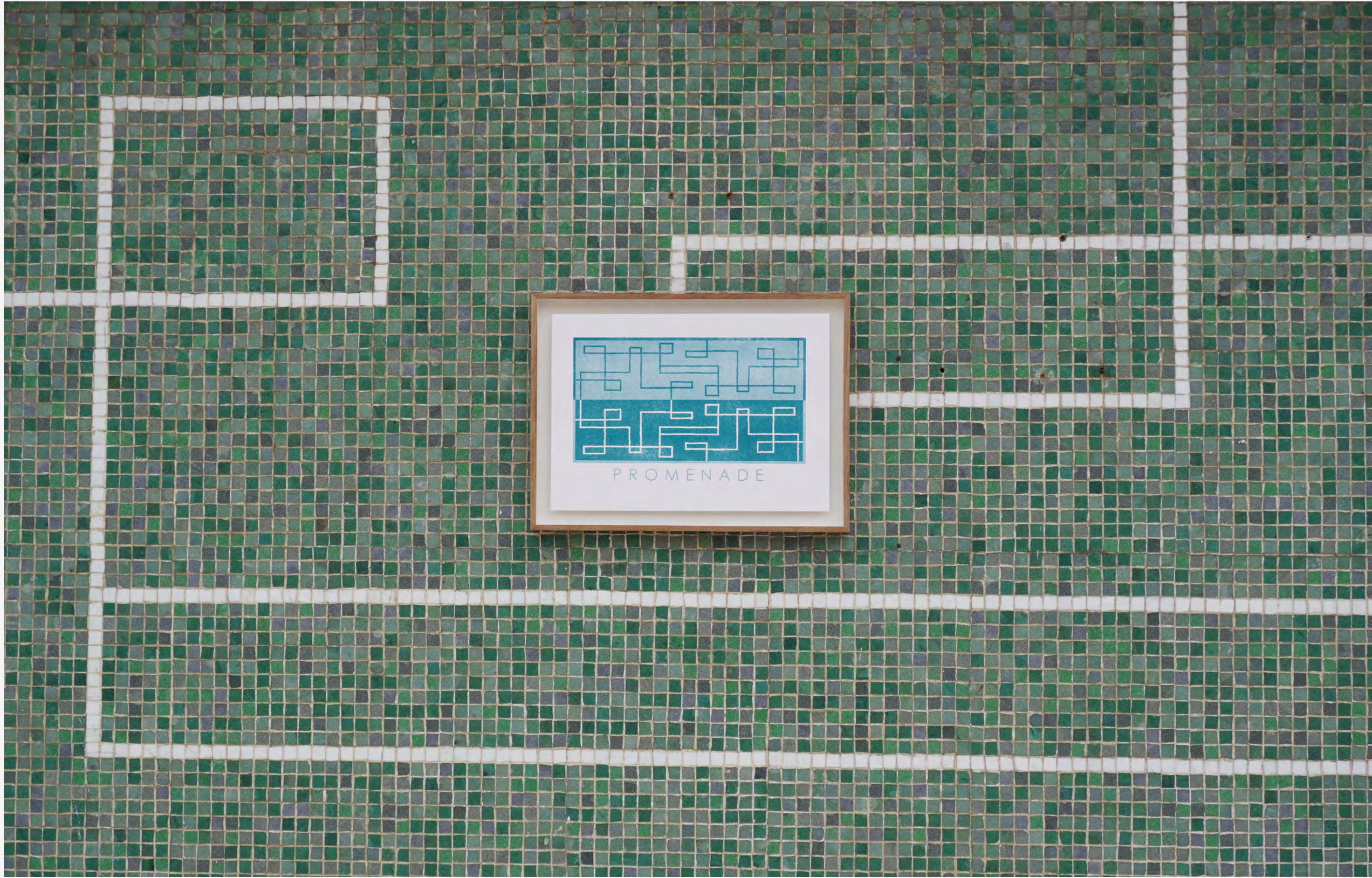






After years of walking, driving, cycling (and once even rollerblading) past the mosaic wall of the public bathrooms on Beach Road, Heather stopped to sketch the design, and realised that it was the first time she'd looked at it properly.







This realisation inspired Heather to start taking more careful note of other interesting buildings and mid-century architectural features along the stretch of Beach Road from Mouille Point to Bantry Bay, and the result is the PROMENADE lifestyle collection from Skinny laMinx...



The Wren x Skinny laMinx Collab

In this design collaboration, carefree prints and colours from Skinny laMinx and the innovative stitched paper accessories from Wren meet to tell a story about the Sea Point Promenade.







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The designs came about when Heather Moore stopped to sketch the meandering mosaic design on the public bathrooms on the Promenade. She'd passed the building often, but this was the first time she looked at it properly.





The result is the PROMENADE and MEANDER designs. These have been screenprinted in playful colours on Wren's signature stitched paper laptop sleeves, wallets and accessories.

Wren's slogan is "Take a story with you", and the story of this design collaboration is to remind us to slow down and notice the everyday beauty along the Sea Point Promenade...





The Promenade Collection

Heather hopes that by drawing attention to these everyday sights, more people will share her enjoyment, and that care will be taken to preserve the character of the buildings along the Sea Point Promenade.



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The Promenade Collection

Enjoy your next stroll along
the beachfront!

The end.

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