



He's fuelled by his deep love for his homeland and a desire to tap into the African fashion scene.

# SWANEPOEL RETURNS TO AFRICA

After 23 years in New York, milliner Albertus Swanepoel has brought his latest women's fashion collection home to Mzansi. Fuelled by his deep love for his homeland and a desire to tap into the African fashion scene, he launched his new range at South African Fashion Week in Johannesburg.

Admired by *Vogue's* Anna Wintour and a collaborator with brands like Proenza Schouler, Tommy Hilfiger and Perry Ellis, the haute couture hatter says his sportswear collection aims to provide great separates for every day, as well as for eveningwear. "The collection comprises modern items that every woman can incorporate into her wardrobe," he says. In line with the worldwide locavore movement, the entire Albertus Swanepoel collection will also be produced in SA, using only locally made fabrics.

"I just wanted to create basic pieces of what Americans call 'luxury sportswear'

with a hint of modernity. They're like updated, but not over-designed classics, aimed at women aged 25-65," says the Pretoria-born designer.

He's currently working on a collection with giant US retailer Club Monaco, designing and producing the pieces in his Manhattan studio. He's also continuing to produce hat ranges for both men and women at iconic shopping Meccas like Barney's in New York and Lessage in Tokyo, Japan.

Swanepoel's accolades include receiving the Coty Award in SA, being one of two runners-up for the CFDA *Vogue* Fashion Fund Award, being nominated for the Swarovski CFDA Accessory Award and Best Accessory Designer at the WGSN Awards and exhibiting at the Victoria and Albert Museum in London.

Read more about him at: [www.albertuswanepoel.com](http://www.albertuswanepoel.com)

– DANIEL SCHEFFLER



## PREPARE FOR MOBILE PAYMENTS

Imagine living in a cashless economy where you can use your debit or credit card to pay for every transaction, no matter how small.

That reality is drawing ever closer, thanks to global payments company Visa. Dubbed mPOS, Visa's innovative solution makes it possible for entrepreneurs, informal traders and small businesses around Africa to accept card payments.

The device fits in your pocket, can be used anywhere and slots into your mobile phone, turning it into a point-of-sale (POS) machine, says Visa's Head of Acceptance in Africa, Previn Pillay.

The idea's inspired by Jack Dorsey's Square Inc mobile payments technology.

But while Square uses mag-stripe

technology to swipe, mPOS uses more secure chips and PIN numbers. "More than 90% of SA's POS devices accept PIN numbers technology," says Pillay. "We didn't see the point in reinventing the wheel."

SA, Kenya and Nigeria will be the first to pilot the device. SA's a mature market when it comes to payments. "Of the 350 000 merchants on the continent, 185 000 are in this country," says Pillay. mPOS will play an instrumental role in allowing entrepreneurs to accept cards cost-effectively.

Although the big four banks are still working out how much to charge entrepreneurs, mPOS is expected to cost significantly less than the \$450-\$1 000 (about R4 082-R9 070) a traditional POS unit usually costs.

With a mobile telephone penetration rate of approximately 112%, Pillay says SA's well

placed to take advantage of this mobile innovation. In addition, mPOS is set to cater for the country's unbanked millions.

Visa's also giving a hand up to two South African technological companies – Thumbs Up and Emerge Mobile – which, after being licensed, will be able to offer the mobile POS solution globally. – ZANELE SABELA



Galloimages/Gettyimages.com