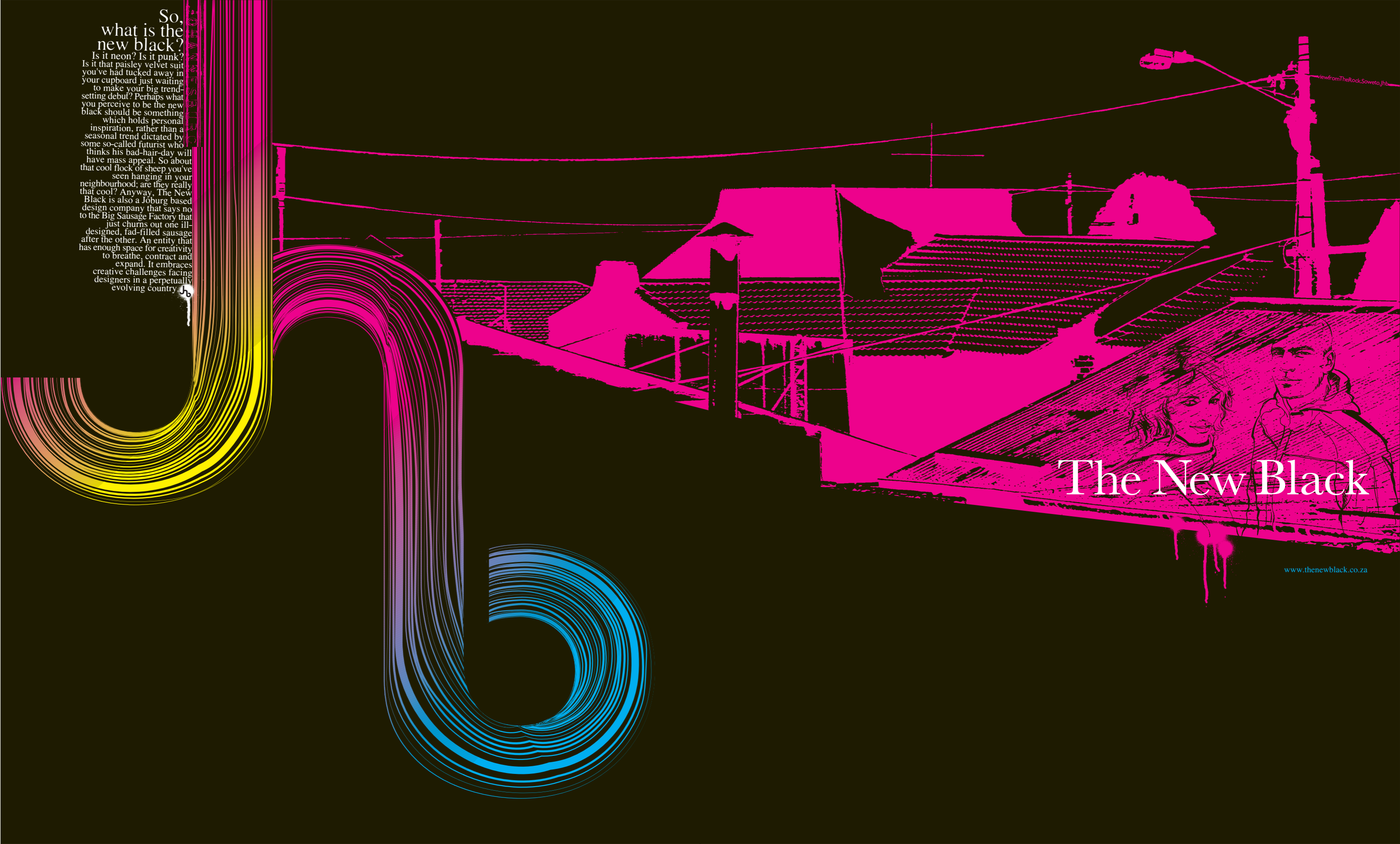


So, what is the new black?

Is it neon? Is it punk? Is it that paisley velvet suit you've had tucked away in your cupboard just waiting to make your big trend-setting debut? Perhaps what you perceive to be the new black should be something which holds personal inspiration, rather than a seasonal trend dictated by some so-called futurist who thinks his bad-hair-day will have mass appeal. So about that cool flock of sheep you've seen hanging in your neighbourhood; are they really that cool? Anyway, The New Black is also a Joburg based design company that says no to the Big Sausage Factory that just churns out one ill-designed, fad-filled sausage after the other. An entity that has enough space for creativity to breathe, contract and expand. It embraces creative challenges facing designers in a perpetually evolving country. **Jb**

JOHANNESBURG



The New Black

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