

PRESS RELEASE
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FOR IMMEDIATE RELEASE

DECOREX CAPE TOWN FLEXES ITS MASCULINE MUSCLE

The boys are back again at Decorex 2016, bringing to the Mother City a powerful injection of testosterone-fuelled fun.

In the past, the masculine decorating trend has been admirably acknowledged at South Africa's premier décor, design and lifestyle exhibition with showcase features such as Mancaves and Manscapes. This year, however, the "dude factor" is reinvented with all the personality and elegance that defines new-age metrosexual decorating.

Sponsored by Natural Stone Warehouse, suppliers of everything from Travertine tiles and cladding to quality marble and mosaics, the all-new Top Man showcase promises to be a major crowd-puller at Decorex Cape Town, which kicks off on 29 April and runs for four days, until 2 May, at the Cape Town International Convention Centre.

Indeed, the old-fashioned, repressed, un-moisturised man has been banished to the hinterlands and a new breed has taken centre-stage. He is a man of sophistication and security, just as strong and confident as his predecessor, but far more diverse in his interests, his tastes, and, most importantly, his sense of style. From the eclectic to the contemporary, the Top Man feature will showcase spaces inspired by this man – ones that, while still practical and sensible, are ultimately as far removed from the bland renditions relegated to catalogues as it is possible to be.

One hundred percent "man made", this exclusive feature will see four local male celebrities each paired with a prominent designer, who will interpret the former's unique style in the definitive male space. The celebrities in question cover the gamut of South Africa's most recognisable and savvy modern men: well-known TV presenter, singer, voice-over artist, MC, model and actor, Katlego Maboe; four-time World Surfski Champion, entrepreneur and speaker, Dawid Mocke; design exhibition organiser, DJ, entrepreneur, vintage music fan and reality TV star, Travis Hyde; and keen surfer Dene Botha, a model, entrepreneur, TV presenter and founder and MD of youth motivation platform, Pride Factor.

While Dene Botha and Ma Maison's talented designer Jann Cresswell-Turner are set to make a formidable Top Man team, Warisan's solid wood tables and chairs will feature prominently in Katlego Maboe's installation, as the Indonesian furniture company's Matthew Bater has been paired with this well-known South African celebrity. "For Katlego, we're going to create a stylish yet relaxing terrace area with our outdoor furnishings, tiles from Natural Stone Warehouse and a lush vertical garden," explains Bater.

Appropriately, designer Jeanne-Louise Lamont who is partnering with Dawid Mocke, will draw on the colours of the ocean for her feature stand. "Dawid is a man of the sea and as such, requires a space that is calm and contemplative, simple, beautiful and robust," she says, explaining that she'll use furnishings crafted by Nic Kruger's Knysna-based Shipwreck, a business that fashions unique pieces from salvaged boats.

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Quanto Designs' Ann Bottello, who is teaming up with Travis Hyde who, when he isn't helping run some of the country's top design exhibitions, spends his time searching for business opportunities around Cape Town. Quanto Designs, who has taken an industrial take on the steampunk theme who hints "Think an executive style office with steel-pipe and leather furnishings."

Celebrity credentials aside, however, what's arguably the best thing about the Top Man feature is the fact that public and corporate proceeds from this exciting installation will go to the charity of each celebrity's choosing. Katlego Maboe has chosen HOPE Cape Town, which strives to improve the quality of life and full potential of children and families affected by HIV, AIDS and related illnesses. Dawid Mocke has chosen God's Little Lighthouse, a Fish Hoek Preschool, educating over 100 children whose parents cannot afford schooling. Travis Hyde has chosen Greenpop, a charity that helps green urban areas and runs reforestation projects around Africa. And Dene Botha has chosen Dare to Share, an NPO started by a group of friends that has to date served over 200 000 meals and handed out over 14 000 blankets to those in need.

Visitors are invited to vote for their favourite "Top Man" by completing an entry form and donating towards their chosen charity. By entering, a lucky visitor stands a chance to WIN Natural Stone Warehouse tiles to the value of R30 000.

Don't miss the Top Man feature at Decorex Cape Town 2016 – four very unique spaces, some for work, some living and some for pure play, that are guaranteed to dazzle visitors with a charm as diverse as the personalities who have inspired them.

Decorex Cape Town details:

Decorex Cape Town: 29 April – 2 May 2016
Time: 10am to 7pm daily (6pm Monday)
Trade Day: 29 April

Ticket prices: R85 for adults; R75 for trade, pensioners and students; R20 for kids under 12
Venue: CTICC

For more information, e-mail decorexsa@ThebeReed.co.za
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Decorex Cape Town forms part of the Decorex SA portfolio and is owned by Thebe Reed Exhibitions.

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