

PRESS RELEASE
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SPOTLIGHT ON DESIGNER BIANCA HOWARD AT DECOREX DURBAN



“I don’t think one chooses to be a designer. Instead, the profession chooses you.” So says Creative Concept Specialist Bianca Howard, whose Westville based Slinx consultancy has been awarded the prestigious Designer Spotlight feature stand at Decorex Durban 2016.

Bianca is collaborating with leading local textile house, Home Fabrics, on the coveted space at this year’s highly anticipated show, which takes place from 18 to 21 March at the Durban Exhibition Centre.

No stranger to Decorex (Slinx was awarded the exhibition’s Best Small Stand award in 2013 and won Service Excellence awards in 2012, 2014 and 2015), Bianca’s design style is defined by its unique ability to be both classically timeless and inherently contemporary. Her business, which was started in early 2008, offers an interior design service as well as creative conceptualisation and branding development for private, corporate and retail clients. “How people feel in a space is as important as the way it looks,” she maintains. “A successful design is all about this crucial balance.”



Slinx’s award-winning stands at previous Decorex Durban exhibitions

It goes without saying that the association with Home Fabrics at Decorex Durban is a honour for the KwaZulu-Natal designer. “It’s an extraordinary opportunity to live out my passion for high-quality fabrics,” she enthuses. Adds Marc Shotland, Group PR and Marketing Executive at Home Fabrics: “We have collaborated on this exclusive Decorex showcase for two years now and are excited to be associated with a designer who we know will push the envelope and draw visitors to the exhibition.”

Although not wanting to spoil the surprise, Marc hints that Bianca’s Designer Spotlight concept will showcase her trademark flair for combining colour and design genres, while at the same time providing the ultimate stage for the broad selection of local and international fabrics and wallpapers that Home Fabrics represents. “Also exciting,” he adds, “will be the display of the very latest international product as launched at the famous Maison & Objet Exhibition which takes place in Paris towards the end of January.”

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While Bianca insists that, “timeless interiors are lasting and, if executed with style and passion, will stay persistently fashionable”, Marc predicts that, trend-wise, 2016 heralds a powerful appeal to the senses. “Calming, saturated colours will be combined with organic designs and prints of all things natural and earthy,” he forecasts, adding, that the impetus is towards a “clean aesthetic” and “crisp, understated design”: “Soft textures in a variety of organic fabrics are buoyant and amazingly diverse amongst various brands. Alongside this, the staple oversized flowers, watercolour style smudged edges and the bold use of colour will still be firm favourites.”



Jungle Club by Covers, one of the new wallpaper collections available at Home Fabrics in 2016

While 2016 will see Home Fabrics once again launching a variety of collections under local brands such as Home Fabrics Basics, Design and Signature as well as Fabric Library and Fabric Library Express, Bianca’s focus will be squarely on opening her new Slinx showroom, an endeavor she anticipates Decorex Durban will facilitate. “The exhibition provides me with new business exposure and makes it easy for prospective clients to discover what Slinx has to offer,” she says. “It is also a great way for the industry to become acquainted with my business. And, of course, it also provides the opportunity to launch new ideas and generate new business.”

Decorex Durban details:

Decorex Durban: 18 – 21 March 2016
Time: 18 – 20 March, 10am to 8pm; 21 March, 10am to 6pm
Trade day: 18 March

Ticket prices: R75 for adults; R65 for trade, pensioners and scholars; R20 for children under 12
Venue: Durban Exhibition Centre

For more information, e-mail decorexsa@ThebeReed.co.za
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