

# di2011 expo lusthave

Gear up for a new decade of local design distinction, starting at the Design Indaba Expo from 25 to 27 February 2011.

Made from re-used polypropylene sack previously used to transport anything from sugar to rice, Give it Bag makes ethical shopping desirable. A brand new campaign, shot by über-stylish and

## Give It Bag

famous Capetonian photographer Cassie Bertie and directed by Regina Borth, will be launched at Di2011. Besides the traditional Give it Bag shoulder bag, a laundry bag, clutch bag and laptop bag have been added to the popular ecouture range.



Photographer: Cassie Bertie  
Stylist: Aaron Sacks and  
List: Sherry Rankin  
Hair: Jen Rubidge  
Makeup: Jen Rubidge  
Director: Regina Borth  
Set: Carine Ntshong, Alfa Management  
Production: Mark Phipps  
Production: Kiri Mochizuki  
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