

the Soapbox

Fashion | Food | Art | Design

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Earthquake

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Gallery Skate Shop

Bringing you an exclusive Levi's sale.

The Place for Women

Health and wellness in every stage of your life.

Diversity NMMU

Celebrating our country's amazing cultures.

Underculture Contemporary

Unearthing Port Elizabeth's hidden talent.



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The Principles of Style

Benjamin Liss and Tania de Vos deconstruct what it is to be stylish.

Defining Style is no easy task. It remains one of those terms where everyone knows what you mean, but very few can actually explain it to you.

We decided to get in contact with two PE based professionals in the style business, and tried to distill the essence of style for ourselves.

First, we went Old School and approached well known Port Elizabeth Optometrist Benjamin Liss. Benjamin's loyal client list includes some of the top movers and shakers in the city who share a love for outstanding design, and who delight in expressing their individualism. They choose to go

to Benjamin for avant garde spectacles because of his understanding of Style.

Then we went New School. We spoke to international model and AFDA honors graduate Tania de Vos. Tania specializes in wardrobe; styling; make-up and hair for fashion shoots and film, and has a keen understanding of how to translate the facets of a character through their physical appearance onscreen. Tania is an impression management consultant and is now based in Port Elizabeth, taking on private clients and running styling workshops for those wanting more than just the average makeover.

"I think style is something that comes from within," says Benjamin. It is a statement that Tania agrees with. "Style, for me, is the projection of your personality, your emotions and feelings outwards towards the world. It's not to say that you bare your soul to the world, but a large part of style is the ability to reveal or hide aspects or elements of your personality successfully," said Tania.

"Building on that, I also feel that a good, stylish look is closely related to sincerity," explains Benjamin. "In both our respective fields, it all starts with the eyes. It's the very first facial feature you focus on when greeting someone."

"Your eyes transmit so much information about your current emotional and mental state. In those first few milliseconds, you immediately get a mental image, and a vibe about that person. Are they smiling? Are they happy? You want elements that open up the face."

"We fail to realise," said Tania, "that lots of people in real life will almost subconsciously dress according to how they want the world to perceive them. So, styling for me as well, is the ability to communicate to others how you want them to perceive you. In film, you have to pay close attention to how characters are dressed, to enable the audience to believe in them on screen. That is something a lot of people do unconsciously in order to make up for their perceived flaws. It's the real reason why you dress up for interviews. Deep down, you want to appear more competent and successful - not only to your potential boss - but also to yourself."

"Style isn't something you can fake forever. Sooner or later, people will see that it isn't who you really are. That's why I can agree with Benjamin that sincerity is the best policy as there is then nothing to get caught out on. Respect, both in how you regard yourself and how others regard you, is closely linked to sincerity. Nobody likes a

fake," says Tania. "I dislike the reality tv-style approach to makeovers. You just know that within a few weeks' the people featured on the show will go back to how they looked before. Nothing is built around the personality of the person getting the makeover. I don't come into your home, go through all your clothes and judge you. I take the time to get to know my client's personality; the environments they will inhabit. I then style them according to who they are, their likes and dislikes. It's quite an awesome journey of self-discovery for my clients as they develop quite a deep insight into whom they really are. This process is necessary, because when I leave, they then need to put those lessons into practice for themselves as part of their personal impression management style."

"You must remember that style is not completely timeless, because there is a certain amount of fashion involved," said Benjamin. "One year the trend will be for frames to be big and chunky, the next, thin and light. To me style is something that people feel comfortable with and has a semi-timeless element to it. A round frame is a classic example of something that will go in and out of fashion as the years go by."

"Being fashionable is definitely being up to date with the current trends," said Tania, "but style is a

much more personal choice and selection of things and items that you might like and that suit your body type and your personality. It's about developing a style that is very personal. The definition of fashion these days is that 'anything goes'. So it makes things a bit easier in that individuality has now become fashionable."

"For me, true style is about quality, sustainability and longevity. We don't need hundreds of pairs of shoes in our cupboards. Favor long lived things that take a bit more effort to maintain, but will be something that you can take real pride in, and enjoy for a lifetime."

"True style, for me, is a personal approach to what you feel comfortable in," explains Tania. "The command and mastery of style should be part of every person's arsenal."

To be stylish, is in many ways, to be who you really are in the most sincerest way possible. It is about being honest about your character in a way that is both humble, yet fearless at the same time. To be stylish, is to be truly accepting of yourself.

Front cover image: Benjamin Liss is wearing frames by Theo, and Tania de Vos is wearing frames by Oliver Peoples.



041 586 3277 / www.benjaminliss.co.za



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We are quite excited to tell you that we have a number of really special wine tasting sessions planned over the next few months. Do take the time to join us at one of our fantastic tasting sessions. We'd love to see you there!



13 August - Delaire Tasting

2 September - Windfall Tasting

4 September - Hartenberg Tasting

25 September - Lynx Wine Tasting

26 and 27 September - Indie Wine Show

30 September - RAATS Tasting

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The Strength Misnomer

Many ambiguities exist within the coffee industry, and this article looks at one of the most common, the use of the word "Strength" when describing coffee. It is often assumed that strength refers to how much caffeine is in the coffee, or how dark the roast profile is, and while these can sometimes be the case depending on context and who you're talking to, coffee strength actually refers to the amount of coffee that has dissolved in the amount of water used while brewing, and how concentrated or watery it is, measured by the level of Total Dissolved Solids. (remember this from my previous article?)

During the roasting process, caffeine is burnt up through the endothermic then eventual exothermic reactions happening within the roaster, with the coffee itself eventually giving off heat, so the longer the roast time and thus darker the roast, the more caffeine has been burnt up and the lower the caffeine content will be. So while dark roasts possess a stronger taste in terms of having a more alkaline or bitter flavour, their caffeine content is much lower. So next time you're looking for that extra caffeine kick to start your day, get yourself a cup of light to medium roast coffee.

Mastertons: 114 Russell Rd. Central, PE.
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SKATEBOARDING COLLECTION

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Levi's New Collection

Exclusive skateboarding apparel.

Skateboarders know about comfort. That's why Levi's brand is excited to introduce their first complete global Levi's Skateboarding Collection. Everyone's favorite denim company is taking a solid approach into a market of individuals who have worn their gear for years and years. The collection is a re-imagined assortment of timeless basics that were designed and constructed to match the demands of today's skateboarding needs. Designed, developed, and tested by skate-

boarders, for skateboarders, each piece has a purposeful design matched with superior construction. The collection will include Denim Pants, Non-Denim Pants, Shirts, Sweatshirts & Outerwear.

"We're quite excited," said Gallery Skate shop owners Clinton and Casey Theron, "Levi's only distributes this range through 5 other locations in South Africa, and our store has just become the 6th. You don't have to be a skater to wear it either. It's a well made range that you'll be comfortable no matter where you are."

Almost anyone who has ever stepped on a skateboard has worn Levi's jeans. Featuring timeless design and meticulous craftsmanship, Levi's jeans have been offering classic American style for more than 140 years and Levi's Skateboarding Collection is the latest in Levi's product innovation. Focusing on performance details that offer skateboarders of any level greater comfort through mobility, breathability, strength & protection, the Levi's Skateboarding Collection is intended to withstand the harsh punishment skateboarders endure.



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For more information, please contact:

Donah Rosser: 084 427 5796
www.theplaceforwoman.co.za / 276 Main Road, Walmer.

To all the ladies reading this, remember: you are the centre of your home, the core and heart of your family and investing in yourself should be the top priority on your to-do list.

"As women we wake up each morning with a different body, especially because of our lifestyles and changing hormones," explains Donah Rosser of 'The Place for Women'.

Donah is a specialist in Movement Science that started her career studying and working at the Natural Life Centre in Boston. The only Carolyn Anthony accredited Women's Health graduate in South Africa, she has worked all over the world developing and creating wellness programs for women of all life stages and ages. After 10 years abroad she has returned to Port Elizabeth to open up a Wellness Studio specifically for women.

"My method combines Ballet Barre work with Pilates and has a strong emphasis on correct posture; core strength; and proper alignment. Women of all ages can take part in a class tailored to the changes of their body in each specific life-stage, from pregnancy right up to my older ladies who are over 60 years old."

"'The Place for Women' offers more than just a form of exercise. It's a place after home and work where all women can feel a sense of support; a sense of being part of a community that is non-threatening and a place of knowledge, about their health and wellness."

First class free if you book in August

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Diversity Month

A smorgasbord of activities at NMMU!

In keeping with its name - Diversity Month, Nelson Mandela Metropolitan University is offering staff, students and the greater community of Nelson Mandela Bay a feast of activities in celebration of diversity.

Unified under the slogan "Many voices, one NMMU", the month-long smorgasbord of activities "offers something for everyone".

"Everyone should find something on the programme that appeals to them," says CANRAD (Centre for Non-Racialism and Democracy) head Alan Zinn, who is among those co-ordinating the various events.

Plays, poetry, discussions, pop concerts, women's issues, disability events, gender talks, sports competitions, demonstrations, critical thinking sessions, food feasts, films, language lessons, a conference and a fashion show are among the various activities open to the public to enjoy.

"It's not just about us at the university, but about our role as an engaged university. We are part of the greater Summerstrand and Nelson Mandela

Bay community and want the community to see the university as theirs. That's why these events are open to the public and are almost all free," says Zinn.

A highlight of the month-long programme which was launched with a lunch-time performance by urban band VuDu, is that of International Diversity Week from 12 to 16 August in which the

many cultures at the university are celebrated in various forms. The week will culminate with a multi-cultural extravaganza on Friday showcasing NMMU's rich cultural diversity.

For more information, please contact:

Alan Zinn : 041 5044631 / 0828818015

Debbie Derry : 041 5043057 / 0833549793



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Editorial & Gigs

Editor:	Greig Timkoe	083 263 4792
Creative Director:	Reino Erasmus	083 3841 506
Photography:	Reino Erasmus	
Printers:	Repro House	sales@reprohouse.co.za
Layout / Design:	Amperсанд Studio	info@ampersandstudio.co.za

So what is National Women's Month all about anyway?

Is this about getting a tasty breakfast in bed? Sadly, no. Are you entitled to a present of some sort? Nope. Does this mean cheaper drinks during Ladies Nights this month? That's a firm negative, good buddy.

See, 57 years ago 20 000 women of all colors and creeds from across South Africa marched on the Union Buildings in Pretoria in protest against the proposed amendments to the Urban Areas Act (commonly known as the pass laws) of 1950.

What this proved was that the stereotype of women as politically inept and immature, tied to the home, was outdated and inaccurate.

Models of discipline and dignity, they left bundles of petitions containing more than 100 000 signatures at prime minister J.G. Strijdom's office doors. Outside they stood silently for 30 minutes, many with their children on their backs. The women sang a protest song that was composed in honour of the occasion: Wathint'Abafazi Wathint'imbokodo! (Now you have touched the women, you have struck a rock.). It has come to represent women's courage and strength in South Africa.

**So this issue is dedicated to the women of our fair City.
Happy Women's Month.**



Latest edition of The Soapbox available at:

**Exclusive Books, Masterton's, Friendly Stranger,
Rhubarb & Lime, The Music Kitchen & Como Caffé,
POP! Shoppe and RAAK.**



Events Guide
Sponsored by
The Granary

Friendly Stranger:

// Thursdays	:	Marc Kock
// Fridays	:	Hands In Pockets
August Exhibition	:	Paolo Maneli
7th Aug	:	Guy Buttery

1 Aug - 1 Sep	:	Mary Sibande Art Exhibition
4 Aug	:	Lady Slipper Farmers Market
3 - 17 Aug	:	Namaqualand Clours (the Alliance Française)
7 Aug	:	Staff Chamber Lunch Hour Concert (NMMU Dept of Music)
31 Aug	:	Nelson Mandela Bay City Marathon

**Do you have a gig, or know of an awesome upcoming event?
If so, please contact us to be included at no cost.**

Upcoming gigs at The Music Kitchen

Tuesdays: Trivia Night - EAT DRINK & THINK
Wednesdays: Sing for your Supper (Muso's Only)
Thursdays: Four Winds Music Club - Local is Lekker

5 Aug	-	Oriental Dance Festival - R80 pp
16 Aug	-	Rob Thompson & Friends -R60 pp
17 Aug	-	Roland Gaspar (Comedy Show) - R50 pp
24 Aug	-	Wayne Kallis - Free Entry
28 Aug	-	Comedy Night with Barfly - R30 pp
30 Aug	-	Tim 'Sedso' Robinson - R50 pp
31 Aug	-	Craft Beer Festival - R100 pp



69 Mangold Street, Newton Park. PE
(041) 364 1964 / mark@themusickitchen.co.za



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Intuitive Enterprise

Earthquake shakes up the playing field.

A woman's intuition is powerful. Charmaine Hodgson is a woman with seemingly uncanny intuition.

As the owner of the 100% locally produced Earthquake clothing range, supporting local business is dear to her heart. "People don't understand just how important it is to support local businesses. There are so many people out there who are jobless. If we can create more jobs for our locals, there'd definitely be less crime. It's so easy to run to a supplier that sells cheap imported clothing, but it's not the right thing to do. We live in this country, and we must play our part."

Charmaine recalls the day she first embarked upon her career in the fashion industry. "I always seem to get these hunches about what my next move should be when at a crossroads. We were living in Plettenberg Bay and there was a boutique that I used to buy clothing from. Sometimes I would get the urge to tweak the designs. So one day I asked my friend at the boutique if I could get some lace from her for a dress I was working on. She sent me down to her factory to collect it."

"While I was there, I noticed a lot of material lying around which had just arrived from another boutique that had closed down. Being curious, I started browsing. There were all these bolts of fabric stored under the cutting tables and I just about tripped over them. I looked down and saw a piece of the most stunning material. Something deep down urged me to buy up all of this material."

"I brought the material home and put it in the lounge. We sat on the couch looking at this mountain of material, and thought 'now what?'. To be honest I didn't have an answer at the time."

"A few days later I remembered the ensemble that I put together to form my wardrobe." She owned a collection of tried and tested couture that had won her workplace 'best dressed' awards; and had helped to set the tone of elegant dinner parties she hosted.

"Most ladies will know what I'm talking about. You have a favourite dress. But either your body changes, or styles will move in a direction to the point where you can't wear a particular dress anymore. But it's such a good design that it's a pity to throw it away. At the back of your mind you tell yourself that one day you'll get someone to re-create that design using the original as a template. You'll get them to make a version that is made from a more fashionable material or colour. One that will suit your current body type."

And so, she began her label with that first lot of fabric that lay in her lounge. "I work from patterns like Vogue. I don't necessarily slavishly follow current disposable trends. I just know what I want. It is what I like, and at the end of the day, that's what I make."

Unfortunately, Charmaine fell victim to theft. "I've had shops that I've supplied burgled twice so far. Opening our own retail outlet was the next step."

Charmaine believes that buying higher quality, locally made garments that are slightly more expensive makes more financial sense than buying poorly made cheap imported clothing that lasts a single season. "First off, Style does not necessarily equal Fashion. Just keep it simple and dress classically. Bring it back to the basic principles of basing your ensemble around timeless pieces that can be endlessly put together in different combinations and accessorised tastefully. And always remember that your choice of fabric should be a major concern. That's the difference between always standing out by looking effortlessly stylish, - and looking like everyone else for a single season."

Earthquake is genuine look good, feel good clothing. Elegantly feminine; flowing and comfortable, it's classic design at its best. It's the kind of everyday wear which you can dress up or down and always look great in.

When asked about the burglaries she replied: "You can look at it in one of two ways. Either you see it as a setback, or take it as a compliment. In both instances, it was mostly my label that was earmarked to be stolen. I choose to take it as a compliment, that criminals think my creations are worth risking time in jail for." She said with a smile!

Charmaine Hodgson: 073 087 5443
earthquakeboutique@gmail.com

The Acres Shopping Centre, Norvic Drive
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