

# Sustainable fashion at #ATFexpo2018 | #EntrepreneurMonth - 3 Dec 2018

BY LAUREN HARTZENBERG, RETAIL EDITOR (@BIZ\_RETAIL)

In top news this week we've got coverage from the ATF Trade Expo - an event focused on the apparel, footwear and textile industry - which was held in Cape Town recently. Maroefah Smith reports on TCI Apparel CEO Herman Pillay's talk on how the new wave of **conscious consumerism is changing fashion retail**. And I bring you insights from fashion designer Kat van Duinen on why purchasing **luxury, artisanal goods presents a more sustainable way to shop**.

Then wrapping up our #EntrepreneurMonth focus for November, I chat to **Truman & Orange founder Rowan Leibbrandt** about disrupting the drinks business, **Brenda Botha from Mud Cosmetics** about the brand's educational approach to professional make-up, and **Environ Skin Care founder and scientific director Dr Des Fernandes** reflects on his journey of skin care innovation.

Other stories making headlines: **Takealot records over R196 million** in Black Friday sales, and Stratcom Branding explains the role of **sustainable packaging in brand preservation**.

While in food news, Woolworths pies are the first SA-made **food products to use certified sustainable palm oil**, and I share my picks of the best new food and beverage products in **#FreshOnTheShelf**.

Until next week!

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