

Decorex craft sales see 62% increase

The Cape craft producers, who came from as far afield as Wilderness, George and Barrydale in the Klein Karoo, to sell at Decorex Cape Town had a successful show, increasing sales by 62% against 2011's show with products ranging from textiles and ceramics to jewellery, lighting and handcrafted pens.



They registered over R382 000 at the lifestyle show, with the Cape Craft and Design Institute (CCDI) taking over R69 000 in sales at its collective shop, which stocked items from 55 craft producers. A further 16 craft producers (with their own stands, under the umbrella of the CCDI) made over R200 000 in sales during the event, plus taking additional orders worth at least R112 000.

One of the most successful stands was Recycabilia from Capri, Cape Town, which reported R30 000 in sales during Decorex and orders worth R10 000, with more still coming in. "We sold a mix of our products - eco-friendly, recycled wooden frames and decor for the home and garden," said owner Vikki van Zyl. "Our newly launched coloured chalkboards did really well."

Such successes, at Decorex and other retail channels, have enabled van Zyl to move production from her home garage to a small factory off Kommetjie Road, where she employs one full-time worker and more casual workers during busy times.

Fran Stewart, the CCDI market support programme manager, attributed the success to growing professionalism among craft producers, many of whom have attended CCDI business and creativity workshops. CCDI styling advice for craft producers, and highly trained, helpful salespeople at the collective shop, also contributed.

For more information, go to www.capecraftanddesign.org.za.

