

## **HSAED – FASHION & CLOTHING PRODUCTION TITLES IN STOCK**

### **Careers in Clothing**

**R2 200.00**

Discusses many of the careers in clothing and includes interviews with people in the industry. Also explains talents, training, and amount of work involved in each career. (16 min.)

**Item#: HSFAS001, Copyright date: ©1991**

### **Sewing Is My Art #1**

**R2 200.00**

If your students don't know a seam ripper from a seam gauge, this video is a perfect place to start teaching the skills needed for sewing by hand. All of the basic tools of the trade are identified, including measuring instruments, tracing wheels and paper, fabric markers, scissors and shears, needles, ballpoint and sharp pins, basting tape, pin cushions, thimbles, irons, pressing cloths, and steamers. Once students know how to measure, mark, and cut fabric and smooth out a finished product when it's done, they'll be ready to put their needles to work making one-of-a-kind clothing that's uniquely their own. A viewable/printable instructor's guide is available online. (15 minutes)

**Item#: HSFAS002, Copyright date: ©2001**

### **Sewing Is My Art #2**

**R2 200.00**

Sewing is a useful skill that is as handy in the home as it is profitable in the workplace. This video introduces students to the sewing machine, the key to high-volume stitching and a rewarding career in the clothing industry. First, the program names each part of the machine, from the thread take-up lever, to the bobbin winder spindle, to the presser foot lifter. Then, it demonstrates how to thread the machine and start sewing. Troubleshooting tips are also included, for times when the thread snaps, the needle breaks, or the stitches just don't look as good as they should. A viewable/printable instructor's guide is available online. (11 minutes)

**Item#: HSFAS003, Copyright date: ©2001**

### **Sewing ABCs**

**R2 200.00**

Learning to sew is as simple as reciting the ABCs with this easy-to-follow demonstration. Viewers learn to begin sewing projects with a positive attitude and to buy all fabric and notions before starting a project. They see the importance of checking supplies on hand and collecting all tools and equipment before beginning to sew. These basic sewing principles help viewers select a pattern, use the information on the pattern envelope and inside guide sheet, and use the pattern they select. Both novice and experienced sewers will benefit from the demonstrations of basic sewing techniques. Viewers learn about elastic waistbands, side pockets, and hems on simple shorts, skirts, and pants; facings, interfacing, darts, and seam finishes for tops and blouses; and zipper application, pleats, waistband, fasteners, and hems for basic skirts. Close-ups make each of these procedures come alive as viewers learn techniques they can apply to future sewing projects. One 157-minute video and manual.

**Item#: HSFAS004, Copyright date: ©1993**

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### **AFRICAN EDUCATIONAL DISTRIBUTORS**

**From: PAULA VAN RENSBURG Tel: 011 616 8415 Fax: 011 615 5384 paulavr@xsinet.co.za**

**Basic Hand Sewing****R2 200.00**

Demonstrates basic hand stitches, back stitch, basting, chain, blind stitch, etc. and the appropriate use for each. Needle types and thread considerations for different purposes are explained as well as the proper threading of a needle. (15 min.) **Item#: HSFAS005, Copyright date: ©1991**

**Beginning Sewing Techniques****R2 200.00**

This video can be used for step-by-step sewing, beginning with a trip to a fabric store where the viewer will learn to select a pattern, appropriate fabric, and notions required to make a basic skirt and blouse. This includes taking one's measurements to determine pattern size, making minor pattern adjustments for fit, and selecting essential sewing equipment. Construction techniques demonstrated for a skirt include darts, tucks, and gathers; side pockets; seams and seam finishes; centered zipper application; waistband and closures; and hemming by hand. Techniques demonstrated for a blouse include darts and tucks; stay-stitching; neck and front facings, interfacing, grading seams, and understitching; seams and seam finishes; set-in sleeves; top stitching; buttonholes and buttons; and hemming. Emphasis is on construction techniques that are basic to sewing a variety of easy-to-make garments. One 60-minute video and manual.

**Item#: HSFAS006, Copyright date: ©1988**

**Layout, Cutting, and Marking****R2 200.00**

*Layout, Cutting, and Marking* is a thirteen-minute video which is part of the series, *Clothing Construction*.

This series covers all the basics of sewing machines, clothing construction, and essential fibers. From start to finish, now you can provide clear instruction for your students to lay out and alter patterns, create clothes, and fit and construct hems, seams, zippers, or pockets to complete any new outfit. The timeless titles of this video pak offer a comprehensive reference for any sewing, costuming, or family-oriented classroom. (13 min.)

**Item#: HSFAS007, Copyright date: ©2000**

**Hemming Stitches****R2 200.00**

*Hemming Stitches* is a ten-minute video which is part of the series, *Clothing Construction*.

This series covers all the basics of sewing machines, clothing construction, and essential fibers. From start to finish, now you can provide clear instruction for your students to lay out and alter patterns, create clothes, and fit and construct hems, seams, zippers, or pockets to complete any new outfit. The timeless titles of this video pak offer a comprehensive reference for any sewing, costuming, or family-oriented classroom. (10 min.)

**Item#: HSFAS008, Copyright date: ©1991**

**Measuring and Fitting****R2 200.00**

*Measuring and Fitting* is a thirteen-minute video which is part of the series, *Clothing Construction*.

This series covers all the basics of sewing machines, clothing construction, and essential fibers. From start to finish, now you can provide clear instruction for your students to lay out and alter patterns, create clothes, and fit and construct hems, seams, zippers, or pockets to complete any new outfit. The timeless titles of this video pak offer a comprehensive reference for any sewing, costuming, or family-oriented classroom. (13 min.)

**Item#: HSFAS009, Copyright date: ©1990**

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**From: PAULA VAN RENSBURG Tel: 011 616 8415 Fax: 011 615 5384 paulavr@xsinet.co.za**

**Seams and Darts****R2 200.00**

*Seams and Darts* is a thirteen-minute video which is part of the series, *Clothing Construction*.

This series covers all the basics of sewing machines, clothing construction, and essential fibers. From start to finish, now you can provide clear instruction for your students to lay out and alter patterns, create clothes, and fit and construct hems, seams, zippers, or pockets to complete any new outfit. The timeless titles of this video pak offer a comprehensive reference for any sewing, costuming, or family-oriented classroom. (13 min.)

**Item#: HSFAS010, Copyright date: ©1990**

**How to Put in a Zipper****R2 200.00**

*How to Put in a Zipper* is a twelve-minute video which is part of the series, *Clothing Construction*.

This series covers all the basics of sewing machines, clothing construction, and essential fibers. From start to finish, now you can provide clear instruction for your students to lay out and alter patterns, create clothes, and fit and construct hems, seams, zippers, or pockets to complete any new outfit. The timeless titles of this video pak offer a comprehensive reference for any sewing, costuming, or family-oriented classroom. (12 min.)

**Item#: HSFAS011, Copyright date: ©1990**

**How to Do Pockets****R2 200.00**

*How to Do Pockets* is a thirteen-minute video which is part of the series, *Clothing Construction*.

This series covers all the basics of sewing machines, clothing construction, and essential fibers. From start to finish, now you can provide clear instruction for your students to lay out and alter patterns, create clothes, and fit and construct hems, seams, zippers, or pockets to complete any new outfit. The timeless titles of this video pak offer a comprehensive reference for any sewing, costuming, or family-oriented classroom. (13 min.)

**Item#: HSFAS012, Copyright date: ©1990**

**Clothing Construction****R5 500.00**

This series covers all the basics of sewing machines, clothing construction, and essential fibers. From start to finish, now you can provide clear instruction for your students to lay out and alter patterns, create clothes, and fit and construct hems, seams, zippers, or pockets to complete any new outfit. The timeless titles of this video series offer a comprehensive reference for any sewing, costuming, or family-oriented classroom.

**Item#: HSFAS013**

**Sewing Machines****R2 200.00**

*Sewing Machines* is a thirteen-minute video which is part of the series, *Clothing Construction*.

This series covers all the basics of sewing machines, clothing construction, and essential fibers. From start to finish, now you can provide clear instruction for your students to lay out and alter patterns, create clothes, and fit and construct hems, seams, zippers, or pockets to complete any new outfit. The timeless titles of this video pak offer a comprehensive reference for any sewing, costuming, or family-oriented classroom. (13 min.)

**Item#: HSFAS014, Copyright date: ©1991**

**Judging Clothing Workmanship****R2 200.00**

This program describes what to look for to discriminate between well-made and poorly made clothing, and is an effective way to encourage wise shopping decisions. Areas covered include seams, finishing, buttons, zippers, hems, and other things that leave tell-tale signs of poor construction and quality. Viewers will be able to avoid problems that come from purchasing inferior clothing. (10 min.)

**Item#: HSFAS015, Copyright date: ©1995**

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**From: PAULA VAN RENSBURG Tel: 011 616 8415 Fax: 011 615 5384 paulavr@xsinet.co.za**

**Wardrobe Wise...Clothing Choices****R2 200.00**

The way we dress expresses our personalities, but we are influenced by many other factors when choosing a wardrobe. Clothing reflects culture, lifestyle, and customs and can also mirror physical, mental, and emotional characteristics. This video will overview those components which affect clothing decisions, including advertising, design, and peer pressure, and identify the principles of effective wardrobe planning. (15 min.)

**Item#: HSFAS016, Copyright date: ©1997**

**Casual Success: Clothing for Work and Leisure****R2 200.00**

With companies of all sizes moving toward a corporate casual dress code, our clothing choices have changed dramatically as the lines between work and leisure have begun to blur. This video allows viewers to review corporate dress requirements, look at some of the options for leisure wear, and see how they can purchase clothing to serve both areas of their lives...all from the perspective of getting the most out of a clothing budget. One 15-minute video.

**Item#: HSFAS017, Copyright date: ©2000**

**Developing an Apparel Line****R2 200.00**

In the fast-paced world of fashion merchandising, every season brings with it a demand for something new and different. In this program, a designer who owns her own boutique, students developing apparel as a class project, and professors from Iowa State University's highly respected fashion department talk about where they get their fashion ideas and describe how clothing makes its way from the drawing board to the marketplace. (17 minutes)

**Item#: HSFAS018, Copyright date: ©1998**

**Trends in Apparel Marketing****R2 200.00**

Technology and a booming U.S. economy are driving innovation in the clothing industry that is beneficial to businesses and consumers alike. This program examines trends in apparel marketing and changes in manufacturing and distribution. Bricks-and-mortar marketing via retail, department, discount, specialty, and outlet stores; catalog sales; shopping by television; and online buying are all discussed. In addition, interviews with a distributor, a buyer, and a retailer provide insider perspectives on this dynamic industry. . (17 minutes)

**Item#: HSFAS019, Copyright date: ©1998**

**Fashion Merchandising: Concepts and Careers****R2 200.00**

The exciting world of fashion merchandising is outlined in this basic video to give young adults considering fashion merchandising as a career a good overview of the field. Basic information about the principles of fashion, the important role the consumer plays, and careers are all covered. Also includes information about how fashion merchandising is changing through catalog sales and electronic retailing. (20 min.)

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**From: PAULA VAN RENSBURG Tel: 011 616 8415 Fax: 011 615 5384 paulavr@xsinet.co.za**

## Fashion 2000

**R2 950.00**

How do designers keep dreaming up fashions to catch the consumer's eye? And how do marketers keep finding ways to make these products stand out in the crowded clothing marketplace? Relying on insider input from industry professionals, academics, and students, this illuminating two-part series answers these and other questions. 2-part series, 17 minutes each. **Item#: HSFAS021, Copyright date: ©1998**

## Understanding Color

**R2 200.00**

A red traffic light has one clear meaning—but red is also used to mark errors, illustrate fire, and inflame passion. With so many uses and possible meanings for every color, even the most gifted artist or designer can spend years mastering them. This program offers helpful explanations of the color wheel and its vast potential. Summarizing primary, secondary, and tertiary colors, the video explores tints, shades, and intensities, as well as monochromatic, analogous, complementary, split-complementary, triadic, and accented neutral combinations. Students learn basic color uses—setting a mood, suggesting temperature, creating an illusion, or symbolizing a concept—as well as ways to guide the eye with accents, divisions, and warm or cool colors. (10 minutes)

**Item#: HSFAS022, Copyright date: ©1992**

## Fibers Manufactured and Natural

**R2 200.00**

*Fibers Manufactured and Natural* is a nine-minute video which is part of the series, *Clothing Construction*.

This series covers all the basics of sewing machines, clothing construction, and essential fibers. From start to finish, now you can provide clear instruction for your students to lay out and alter patterns, create clothes, and fit and construct hems, seams, zippers, or pockets to complete any new outfit. The timeless titles of this video pak offer a comprehensive reference for any sewing, costuming, or family-oriented classroom. (9 minute video)

**Item#: HSFAS023**

## Visiting a Fabric Store

**R2 200.00**

Do you like the idea of wearing designer clothes...without paying designer prices? Selecting just exactly the right style, color, and fabric? Then our video *Visiting a Fabric Store* may be just what you need! We explore the wide range of choices for sewers today as well as cover: advantages and disadvantages of different fabrics; different types of finishes (crease-resistant, water repellent, durable press); which fabrics work best for different types of garments; and more. For example: Cotton is comfortable and easy to care for, but is it really the best choice for that tailored jacket? Not only will beginners get a solid foundation on fabric types and styles, but experienced sewers will become even more proficient. Becoming knowledgeable about fabrics and finishes will help you make the best choices for that one-of-a-kind garment! (17 min.)

**Item#: HSFAS024, Copyright date: ©1999**

## Clothing Fibers

**R3 700.00**

Explaining the ways in which fiber quality influences clothing comfort, this DVD examines the differences among wool, cotton, linen, silk, and synthetic fibers. It considers the importance of the petrochemical industry in the creation of synthetic fibers, teaches how to identify fiber content and evaluate blends, and discusses the ability of different fibers to resist water.

*DVD / 2008 / 24 min / HSFAS025*

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## Eco Fashion

**R4 000.00**

This program examines environmentally friendly fashions from around the world. It explores efforts to reduce carbon emissions, create garments from corn, utilize recycled plastic packaging in fashion items, and manufacture clothing from recycled garbage; looks at an eco-friendly bra; and visits a boutique that sells only environmentally friendly fashions.

*DVD / 2008 / 25 min / HSFAS026*

## Recycled and Sustainable Textiles

**R4 300.00**

This program examines the ways in which textile designers are meeting the challenge from governments and consumers to reduce, reuse, and recycle. It includes illustrative case studies, features designers discussing the design and make process, considers the future of the recycled textile design industry, and visits a textile reprocessing plant.

*DVD / 2009 / 40 min / HSFAS027*

## Pattern Development

**R4 000.00**

Featuring Rosemary Ingham, this program teaches how to produce well-fitting clothing. It covers such topics as obtaining measurements, analyzing sketches, developing patterns, and designing mock-ups. **Highly Recommended, Video Rating Guide.** *DVD / 1989 / 75 min / HSFAS028*

## How Clothing Is Made: A Garment Industry Field Trip

**R3 700.00**

This DVD visits Henry-Lee Apparel in Chicago, a family business that makes more than 500 styles each year for six brand lines. It follows each step of garment production from raw fabric to delivery to the retail outlet.

*DVD / 2003 / 18 min / HSFAS029*

## Careers in Fashion: Talent, Technology, and Opportunity

**R2 200.00**

This entertaining program explores careers in the fashion industry. It discusses necessary skills and educational requirements for fashion industry careers and examines such specific professions as fashion, textile, and technical designers; technical illustrator; buyer; and marketer. *DVD / 2005 / 20 min / HSFAS030*

## The Way We Dress: The Meaning of Fashion

**R3 700.00**

This DVD explores the meaning of and psychology behind clothing decisions and investigates the ways in which fashion reflects personal identity and human nature. It traces the emergence of ready-to-wear clothing, considers changing attitudes toward formal dress, and examines the popularity of denim jeans. *DVD / 1995 / 24 min / HSFAS031*

## Fashion Retailing

**R4 000.00**

Tracing the evolution of fashion retail, this DVD shows how retailers are focusing their efforts to maintain and increase shares of the consumer market. It covers such retailers as department stores, designer houses, value merchants, and online shops. *DVD / 2004 / 25 min / HSFAS032*

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## **Basic Techniques for Costume Construction**

**R4 000.00**

This set examines the parts of a sewing machine and teaches how to sew practice paper patterns. It discusses fabric grains, plain seams, flat fell seams, hems, interfacing, gathers, and garment construction. *2 DVDs / 1993 / 45 min each / HSFAS033*

## **Costume Design**

**R2 500.00**

Featuring interviews with professional designers, this DVD teaches how to select a costume look for a play. It discusses period and style research, examines colors and textures, provides tips for sourcing materials and adhering to a budget, shows how to draw a design, and demonstrates simple alterations. The program also addresses accessories, repairs, and technical and dress rehearsals. *DVD / 1995 / 43 min / HSFAS034*

## **Canvassing Fashion**

**R4 000.00**

Examining the reciprocal relationship between fashion and art, this program explains that fashion designers often incorporate colors and forms created by artists into their works. The DVD profiles key figures.

*DVD / 2006 / 24 min / HSFAS035*

## **Fashion Frenzy: 100 Years of Clothing History**

**R3 700.00**

This program explores 20th-century fashion. It considers the influences of economic, societal, and political events on fashion trends. *DVD / 2002 / 20 min / HSFAS036*

## **Fashion Show Through History**

**R3 700.00**

This entertaining DVD travels through 15 historical eras and examines the clothing styles unique to each period. It explores fashions from ancient civilizations; the medieval and Renaissance periods; and the 17th, 18th, and 19th centuries.

*DVD / 2005 / 35 min / HSFAS037*

## **Fashion Through the Ages**

**R4 000.00**

This DVD traces the evolution of clothing styles. It covers medieval and Renaissance developments, the influence of 18th-century French royal courts, and the role of technology in the modern fashion industry. *DVD / 1991 / 106 min / HSFAS038*

## **Male Inspiration**

**R4 000.00**

Exploring male fashion, this DVD considers the life of male models, features Max Azria presenting his latest BCBG men's line, profiles Ron Chereskin, and explores the industrial style of Slinky Vagabond.

*DVD / 2000 / 24 min / HSFAS039*

## **A Decade of Influence: The Sixties**

**R4 000.00**

Profiling such style makers and icons as Pierre Cardin, Paco Rabanne, Vidal Sassoon, Jackie Kennedy, and Andy Warhol, this program explores fashion trends of the 1960's and considers the ways in which they have influenced clothing styles since. Touring the Musée de la Mode et du Textile in Paris and featuring original NARAS film footage from the 1960's, the DVD offers a complete retrospective of the decade. *DVD / 2005 / 24 min / HSFAS040*

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**New York: American Branding****R4 000.00**

This DVD profiles such American fashion designers as Calvin Klein, Donna Karan, Tommy Hilfiger, Bill Blass, and Ralph Lauren. It considers the influence of each designer on the fashion industry and shows how they turned their individual fashion houses and labels into household names. *DVD / 2006 / 24 min / HSFAS041*

**Urbanwear: Hip Hop Hooray****R4 000.00**

Tracing the emergence of urban-inspired style from the early incorporation of street wear in the collections of such designers as Tommy Hilfiger, this program shows how hip-hop artists have entered the fashion industry and gained respect as designers. *DVD / 2005 / 24 min / HSFAS042*

**Canadian Classics****R4 000.00**

Exploring Canadian fashion, this DVD visits Toronto Fashion Week, the International Academy of Design, and *Flare* magazine; looks at the work of the Toronto Fashion Incubator; and offers footage from a DSquared fashion show.

*DVD / 2005 / 24 min / HSFAS043***The Best of India****R4 000.00**

This DVD travels to India and examines the country's first-ever fashion week. It looks at Rohit Bal's menswear collection, explores the wares at Ogaan, follows couturiers Gitanjali Kashyap and Studio Valaya as they create their first ready-to-wear collections, discusses Rajesh Pratap Singh's designs for young clientele, and shows how Monisha Bajaj modernizes Indian dressing. *DVD / 2006 / 24 min / HSFAS044*

**Head Over Heels****R4 000.00**

Featuring Valerie Steele, this program examines shoe design and considers the place of shoes in the fashion industry. The DVD profiles such shoe designers as Christian Louboutin, Bruno Frisoni, Brian Atwood, Guido Bruno, Alexandra Neel, and Jimmy Choo. It also discusses the psychological power of shoes and their role in the lives of modern women.

*DVD / 2005 / 24 min / HSFAS045***All That Glitters****R3 700.00**

Considering the role of jewelry in the creation of an outfit, this program explores the high-gloss world of expensive jewelry. Traveling to such locations as Paris, Rome, and New York, the program examines the works of such jewelry designers as Bulgari, Boucheron, James de Givenchy, Mikimoto, Lia di Gregorio, Tiffany, and Marina Schiano.

*DVD / 2006 / 24 min / HSFAS046***A Bride's Guide****R4 000.00**

Exploring bridal fashion, this program spotlights designers Vera Wang and Monique Lhuillier. It also looks at the formal shoe designs of Vanessa Noel, visits Salon Yves Durif, and features such designers as Reem Acra discussing the engagement ring. *DVD / 2006 / 24 min / HSFAS047*

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**Photo Styling Basics/Styling Off-Figure****R3 700.00**

Featuring Susan Linnet Cox, author of *Photo Styling, How to Build Your Career and Succeed*, this program teaches the basics of photo styling and demonstrates techniques for working in challenging off-figure styling situations. The program introduces tools used to illustrate separates, accessories, and varied ensembles for garments and covers such elements of off-figure styling as the stack, T-shirt laydown, hangers, bust, and dress. *DVD / 2009 / 32 min / HSFAS048*

**The Fashion Force****R4 000.00**

This program celebrates such iconic designers as Calvin Klein, Giorgio Armani, Vivienne Westwood, and Karl Lagerfeld.

*DVD / 2003 / 24 min / HSFAS049*

**Power of a Name****R3 700.00**

This program shows how designer Karl Lagerfeld updated the classic Chanel look. It profiles couturier Christian Lacroix and textile designer Ulrika Liljedhal and discusses the passing of the Givenchy name to jewelry designer James de Givenchy for Taffin. *DVD / 2005 / 24 min / HSFAS050*

**Chanel****R4 000.00**

This DVD traces the history of the Chanel design house from its founding by Coco Chanel to its present leadership under Karl Lagerfeld. The program considers Chanel's early popularity among society matrons and looks at its current iconic status. *DVD / 2007 / 48 min / HSFAS051*

**Antonio Berardi****R4 000.00**

This program explores the career and designs of Antonio Berardi, who was initially dubbed "the next Galliano." It explains how his Roman Catholic upbringing has influenced the religious symbolism present in his designs.

*DVD / 2008 / 48 min / HSFAS052*

**Bill Blass****R4 000.00**

This program looks at the career and designs of Bill Blass. It explores his early work in the fashion industry as a sketcher and considers his later success. The DVD also discusses his design house, Bill Blass Ltd., which is a branding powerhouse that the designer led for more than three decades. *DVD / 2008 / 48 min / HSFAS053*

**Carolina Herrera****R4 000.00**

This program profiles designer Carolina Herrera and emphasizes the trademark refinement and understated elegance that pervade her designs and her personal style. It shows how she started her business in 1980 at the age of 40.

*DVD / 2009 / 48 min / HSFAS054*

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