

# PANACHE

## JAMAICA MAGAZINE

VOL. 6 ISSUE 1



MAC Cosmetics  
Beauty Tips & Trends

HOUSE OF  
MARLEY  
The Eco-Friendly Brand

SHARON COLE  
Fashion, Life and more....

The Best of the  
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# Sharon Cole

## A Designer Ahead of Her Time

**S**haron Cole hails over 20 years of experience in the fashion industry, combining original designs and haute couture skills with a keen sense of how to enhance each woman's fashion profile, style and fit. Whether she is consulting with a client, producing or participating in a fashion show on an international runway, or communicating with her local students, this fashion visionary is self-motivated, goal-oriented, and immensely entrepreneurial.

Cole recently participated in the 2012 Caribbean Fashion Week in Kingston Jamaica that draws well-known international designers. She was recognized as one of the three nominees for Emerging Fashion Designers award. She is described as ahead of her time and culturally diverse in her fashion genius, with fashions that are flawless, showing great attention to detail. Cole is undoubtedly establishing herself as a designer with designs for real women yet elegant enough for the supermodel.

Her sights are on France and England in the near future. Although this designer's popularity is quickly

growing in both domestic and international circuits, Cole's beginnings were humble.

Cole first arrived in the United States as a young woman in 1983 to attend the School of Fashion Design in Boston. Cole returned to Trinidad where she worked for many high-end fashion houses and garment manufacturers, designing for women, men and children, business people, beauty queens, entertainers and participants in the world-renowned Trinidad Carnival. As a result, she excelled to another level in her designing and added to her already impressive resume, hand-painting and textile designing

### SHARON WAS RECOGNIZED AS ONE OF THE THREE NOMINEES FOR EMERGING FASHION DESIGNERS AWARD.

Cole later returned to Massachusetts and continued designing and showcasing her work in a number of fashion shows through the Fashion Association of Boston, including Boston Fashion Week.

Her work in New England would eventually lead to the opening of



Shaco Fashion Designs boutique in Woonsocket Rhode Island that specialized in custom bridalwear, evening apparel and prom dresses. The boutique earned her the attention of City Hall. She received a recognition from her city's Mayor for beautification of the downtown area with her designs. The business thrived for four years and then Cole turned her sights to a new level of entrepreneurship, as several doors opened up for her in middle and high schools to teach, motivate and inspire 21st century fashion designers, with an emphasis on entrepreneurship and innovation.

With an eye on the global fashion market, and on making her clothing brand a household name, Cole is relentless in her pursuits, not just for herself, but "for generations to come." ||PJM||

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## SPECIAL THANKS

Derek Bishton and family for graciously sharing with us an exclusive look at the Trevor Owen collection of designs.

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## the cover shot...

**JEWELLERY MUST-HAVE: Peace-is of Bianca**

Necklace: 'Tangerines By The Sea'  
A mix of Tumbled Crystal Quartz, Calcite and orange spinal.  
Earrings: 'Sea Breeze' Calcite Drops  
Ring: Hand Beaded detail By Jiamini-distributed by Peace-is of Bianca

**C**overgirl Khandia Reynolds was photographed at The Rockhouse Hotel, Negril, Jamaica for our "Designers of Today" fashion spread on page 35. Our model was wearing jewellery by Peace-is of Bianca with a coral dress by Victoria Brown. Hair and Makeup Artistry by Latoya Jones.

**Cover Designed by:**

Tricia Williamson

**Photographer:**

Roger Jones

**Location:**

The Rockhouse Hotel

**Hair & Makeup Artist:**

Latoya Jones

**Photo Assistant:**

Latoya Jones

## panache... behind the scenes



"Yes, dahlings behind all the pampering and primpin'...at Rockhouse we were reduced to three little girls digging into then Executive Chef Broderick's chocolate masterpiece!" - TW



*Autumn/Winter 2012  
Beauty Trends*

with

**MAC Cosmetics**



F.Morello

<-----ARTI-TECH  
 As the name suggests this trend is very artistic with a dark sexy appeal and delivers the black liner with a modern and unconventional vision. It's strong on geometry on the face and is very precise and a refined new classic.

**EYE:** Apply the Black Black Chromagraphic Pencil in a smudged and imperfect way; to set the Black Black pencil uses the Typographic Eye Shadow; and use Black Haute & Naughty Haute & Naughty Lash only on the top lashes, which were left uncurled.

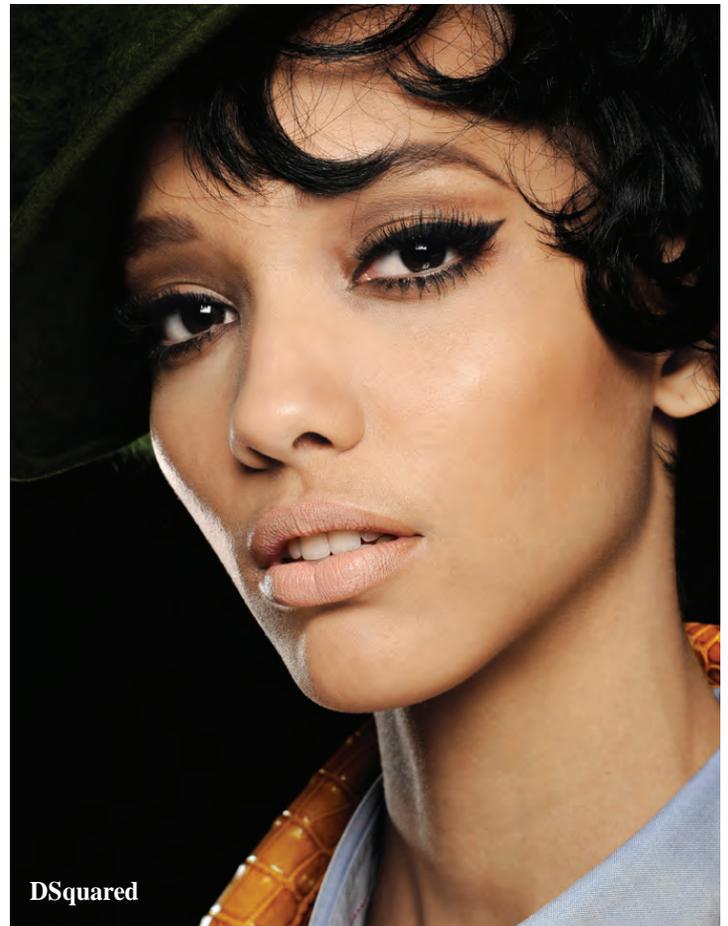


<-----ARTI-TECH  
**LIPS:** Brave Red, Dare You, Girl About Town mixed with Dare You, Roby Woo, Russian Red, So Chaud and MAC Pro Sin Lipstick- and any one of these lipsticks can be blend over the entire lip using 228 Mini Shader Brush.

The Trends for Autumn/ Winter 2012 capture the pure essence of the chic Caribbean woman. The trends presented were: Sense + Sensibility, Roam-Antique, Hone-Structure, Arti-Tech. Unlike years past, the beauty trends that emerged are less focused on the specific origins of the looks but more so a global vision on the sense of structure and “physics of the face” as described by the engaging Gisel Calvillo. There is a renewed finesse amidst the “de-glamorization” of makeup where it is harder, futuristic, and very graphic and your eyeliner has a new modern look.

**SENSE + SENSIBILITY**----->  
 The look is effortlessly subtle, balanced, understated, healthy and elegant. The beauty of this blueprint includes stained cheeks; lots of grey eye shadows (think modern Studio 54); the makeup complements but never overpowers your look. The lips are precise and sexy on a modern bare face which welcomes fuller brows (yes ladies, tweezers can go in the back burner a bit).

**FACE:** Apply Face and Body Foundation over hydrated skin to even and tone; if there are any areas that need to be perfected apply Select Moisture cover Concealer; sweep your face with Mineralize Skinfinish Natural to set and polish and to contour use Pure Sculpture Pro Sculpting Cream and blend under cheekbones.



DSquared



<-----**-ROAM-ANTIQUE**  
 Meet the 'grown-up gypsy' - a globally influenced independent woman who loves her butterfly/ peacock inspired eyes and pronounced lips. She is a global traveller her makeup is an extension of who she is when she 'picks up on beauty elements during her travels'. Mesmerizing jewel-like metallics and shades that pull from sunsets, sepia stains, and cranberry to charcoal.

**FACE:** Studio Sculpt SPF 15 Foundation- blended over hydrated skin to perfect; MAC Pro Sculpt Sculpting Powder Pro Palette- blended under cheekbones to contour; Well Dressed Powder Blush- swept above contour for a bit of colour; Vanilla Pigment- swept over high planes to highlight.

**LIP:** Burgundy Lip Pencil- to define and contour the lip; Red Lip Pencil- blended through the center of the lip into Burgundy Lip Pencil.

“**EXTREMELY TAILORED FEATURES- A RED LIP, PEACOCK INSPIRED EYELIDS, CONTOURED CHEEKS, A GRAPHIC BLACK EYE OR A MORE MASTERFUL BROW ARE ALL DEFINITIVE FEATURES OF AUTUMN/ WINTER 2012 TRENDS.**”

**HONE- STRUCTURE----->**

The trend is a wonderful blend of utilitarian in its contouring... think ethereal, androgynous, more definition, or very Tim Burton. The concept of sculpting and depth of contouring continues with the Hone-Structure trend. The look is honed, nude and contemporary with the sculpted face as a canvas.

Melting pot of products that created this look included:

**FACE:** Face and Body Foundation; Pro Conceal and Correct Palette/ Light (Available Autumn/Winter 2012); Pure Sculpture Pro Sculpting Cream (Available Autumn/Winter 2012); and Mineralize Foundation/ Loose.

**EYE:** Naturally Defined Pro Sculpting Cream (Available Autumn/ Winter 2012); Bone Beige MAC Pro Sculpting Powder Pro Palette; NC15/NW20 MAC Pro Chromagraphic Pencil; MAC Set Powder; Naturally Defined Pro Sculpting Cream MAC Pro Mixing Medium/ Shine; Clear Brow Set; and Fling and Lingering Eye Brow.

**LIP:** Pale MAC Pro Lip Erase ||PJM||



# LATOYA JONES' BEAUTY REVIEW



Your bucket list ought to include the things that you'd like to do once in your lifetime before you...well, kick the bucket, but getting a massage from the Rock House Spa at the Rock House Hotel in West End Negril is the only thing that may very well be on my list twice. In a single word it was AMAZING. I am yet to launder the dress I wore that the oils from my skin seeped into, simply because the fragrance to this day, transports me back in time to the little cabana skillfully positioned on a cut stone cliff overlooking the blue green sea.

Wait...I seem to be getting ahead of myself. An experience this good and this note worthy should start at one place. The beginning. Upon indicating your interest in any of the plethora of massages, the front desk assistant at the spa, telephones your room to give you a rundown of the offerings and a brief overview of each. These include the Swedish massage, the

**The slamming Rock House Spa room or a cabana that sits atop a cliff complete with a massage bed with doors that open out to the sea. I chose the latter.**

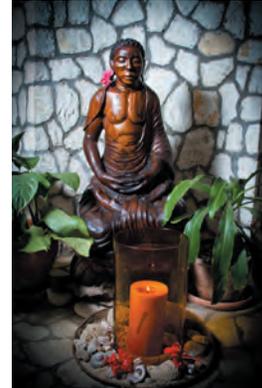
Deep Tissue massage, an Aromatherapy massage, a Hot Stone massage, the Table Thai, the Herbal Poultice and the signature Tropical Massage that combines both the Herbal Poultice and the Hot Stone massage. Your selection is noted and your appointment time confirmed. Upon your entrance to the tastefully decorated Rock House Spa, you are greeted by a friendly attendant whose job it is to give the signature Spa welcome dubbed 'The foot welcoming ceremony' This is where you're ushered to comfy seats and where the signature foot scrub is administered. Your feet are given the royal treatment of a quick soak in water infused with mineralized sea and Epsom

## THE ROCKHOUSE SPA



by Latoya Jones

Photography by Roger Jones



salts, dried rose petals and green tea powder. Your choice of a sloughing scrub is then invigoratingly applied. Each scrub is a fusion of natural ingredients; the first is a coffee scrub, complete with grounded Blue Mountain coffee beans, brown sugar, vanilla, a hint of cinnamon, patchouli and grape seed oil.

The second is a "wicked" ginger- lemon mix that includes lemon grass, brown sugar, and patchouli, a dash of ginger and grape seed oil and lastly was the sloughing scrub selected by yours truly. It was a mix of spearmint, peppermint, basil, cerasee (a local herb used to detox), and grape seed oil.

You're then given a choice of the location for your massage. The slamming Rock House Spa room or a cabana that sits atop a cliff complete with a massage bed with doors that open out to the sea. I chose the latter.

I was then led to said location where I was greeted by a warm and friendly masseuse. My massage lasted for 60 minutes. A solid hour of skilful and precise work by the masseuse at Rock House and I could feel my tense, wound up, overworked and under rewarded Kingstonian muscles yielding in submission to her expert and professional care. It was unlike anything

I have ever experienced and the option of being by the sea, with the waves gently breaking below me set against the backdrop of the golden-orange haze of the then setting sun was waaay better than being in any cold concrete room designed to help you find your chi with the pre-recorded sounds of water in the background. No, this was the real deal. I can hardly recall now how I made it from the cabana back to the room. I remember being told to avoid walking near the ledge, a pearl of wisdom that was probably inspired by the (unnecessarily) high steps I was taking from what can best be compared to inebriation. Back at the room, we compared notes, my friends and I and the results were unanimous. Our experience by far exceeded our expectations.

I give the Rock House Spa an A++. Make that an A+ squared. They have a courteous, professional and expert team and their offerings are simply delectable. It is truly an experience worth having...something that should appear (at least twice) on everyone's bucket list. ||PJM||



## CARIBBEAN ESSENTIALS

The Official Spa Brand of The Rockhouse Hotel



Caribbean Essentials is the spa brand that facilitates all Rockhouse Treatment rituals. The delicious amazing aromas that waft throughout the spa and beyond belong to Caribbean Essentials three signature blends – Rapture, cinnamon, orange and vanilla, Restore, lemongrass, ginger and orange and Release peppermint, lemon and basil. Caribbean Essentials is a vivacious, vibrant and passionate “Mind, Body, Spirit” luxury spa collection born and inspired by the Caribbean and bursting with its vitality and energy. Full complements of CE retail products are available in the spa and boutique so that guests can take home their aromatic spa Rockhouse memories.



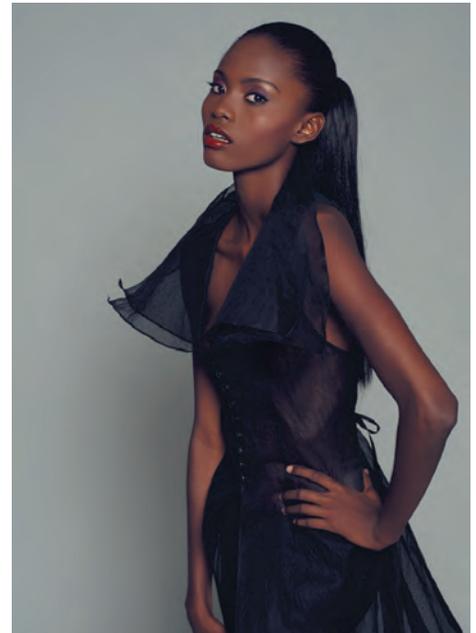
## MAC Cosmetics & Gisel Calvillo Excited To Come To Jamaica

**P**JM-Panache Jamaica Magazine was an invited guest at the MAC Cosmetics Autumn/Winter 2012 Trend Presentation held in the breathtaking Playa del Carmen, Cancun, Mexico from August 22-23 2012. Gisel Calvillo is the MAC Senior Artist, Americas Region and delivered the engaging and informative presentation at held at the Amarte Art Gallery. She is the only MAC artist who is certified to speak on the behalf of MAC Cosmetics brand in our region.

MAC Cosmetics will be entering the Jamaica market shortly with a flagship store in the fashion and pulsating capital of Kingston and Panache looks forward to its continued collaboration with the brand in support of the beauty and fashion industry in the island.

## JAMAICA HOUSE CELEBRATES JAMAICA 50 IN LONDON WITH 'ART JAMAICA IN FASHION'

**J**amaica House 2012, took place from August 3 -12, and was the official national house for the country in London and served as the base of Jamaica's National Olympic Committee. The initiative sought to capture Brand Jamaica in every way when the eyes of the world were focused on Jamaica during the London 2012 Summer Olympics. With the addition of 'Art Jamaica in Fashion', Jamaica House truly captured the island's cultural entirety.



## Caribbean Designers at London Olympics

**F**ollowing on from the highly successful Caribbean Collections London Fashion Week debut in February 2012, seven designers were selected to highlight the region's flourishing fashion talent. Caribbean designers included Phelicia Dell of Haiti whose range of handbags were chosen by Diane Von Furstenburg to be sold across her global chain of stores, Trinidadian designer Meiling, who has worked closely on a number of successful projects with Emmy Award-winning costume designer Peter Minshall, Jamaican designer Arlene Martin whose designs have been worn by Jamaican supermodel and American Vogue favourite Jaunel McKenzie, Haitian designer David André, Guyanese designer Sonia Noel, Luxury Suriname Jewelry brand Atelier Doré and Trinidadian jewellery designer Kirie Bain.



## Congratulations to Miss Jamaica World 2012 Deanna Robins on making the top 10



## Snoop Dogg becomes Snoop Lion, readies Reggae Album

**T**he former gangster rapper is releasing a reggae album called "Reincarnated" in the fall. He said that in Jamaica, he connected with Bob Marley's spirit and is now "Bob Marley reincarnated." Bob Marley's son Rohan attended the conference and gave Snoop his blessing. ||PJM||

A woman with dark hair pulled back, wearing a vibrant red, form-fitting, long-sleeved dress with a high neckline and a decorative gold and silver necklace. She is posing against a textured stone wall, with her right hand on her hip and her left hand behind her head. The background is a mix of rough-hewn stone and a cobblestone path.

# Editor's Note

**"This fiery red cocktail dress with its architectural shape. Speaks to the strength of the confident woman who knows how to make a statement."**

**-Ann Chin/ Kokobeenz, Fashion Designer**

Designer Dress: Kokobeenz  
Photographer: Roger Jones  
Makeup: Latoya Jones  
Earrings: Tweak Boutique  
Shot on location at The Rockhouse Hotel,  
Negril, Jamaica

Thank you all for taking the time to support and read this issue of Panache Jamaica Magazine. As our loyal fans will notice we have changed our masthead on the cover and this change forms part of our new marketing strategy for the coming year.

This issue is our best issue yet! For the 2012 year this Anniversary issue is a true celebration of 50 years of Jamaica's Fashion Industry with a look at past key milestones. We sincerely thank Derek Bishton and his family for sharing the unique historical treasure of Trevor Owen's work in the 1960s to 1970s. Also to The Rockhouse Hotel for accommodating the Panache team for our Designers of Today fashion shoot and so much more. Thanks Charlotte!

To all our sponsors who made this issue possible, we sincerely thank you for supporting a Jamaican magazine.

To the team, thank you for your unwavering support and going above and beyond always. 2013 is new year that will see a new focus and vision for Panache and we are looking forward to making great things happen with everyone on board.

To our readers, family and friends, we greatly appreciate your support. Thank you for always being there and we promise to keep doing what you love best about us best...Keep growing, improving and moving forward!

**TRICIA WILLIAMSON  
FOUNDER/EDITORIAL DIRECTOR  
PANACHE JAMAICA MAGAZINE**

## A FEW OF OUR CONTRIBUTORS



JONI WEDDERBURN

Big fan of rap/ dancehall, "sometimes fan" of reggae/soca. Playlist: Kanye West, Jay Z, Rihanna, Vybz Kartel, Konshens, Protege.



CRAIG HARLEY

I am listening to PSY - Gangnam Style, I have no idea what he is saying but the song SHOTT!!!!



LATOYA JONES

Gospel/ Inspirational: Mary Mary, Israel Houghton, Jesus Culture...but I keep my work out tunes Oppan Gangnam style.

SO WE ASKED A FEW OF THE PERSONS WHO MADE THIS ISSUE POSSIBLE...

"WHAT ARE YOU LISTENING TO RIGHT NOW?"

HERE'S WHAT THEY SAID...



KEROMA BERNARD

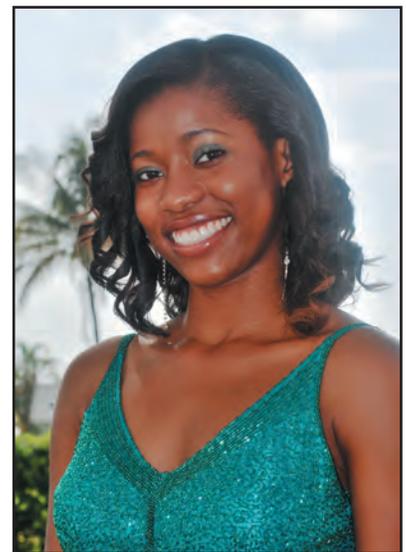
My playlist is a mix of I-Octane's "Love Di Vibes", "Go Haaad" with Wayne Marshal, Junior Gong, Bounty Killer, I-Octane, Kartel; a little bit of Konshens - "Sidung"; Romain Virgo's "Dont you remember"; Iba Marh's "Will I Wait" and Proteje's "No Lipstic"



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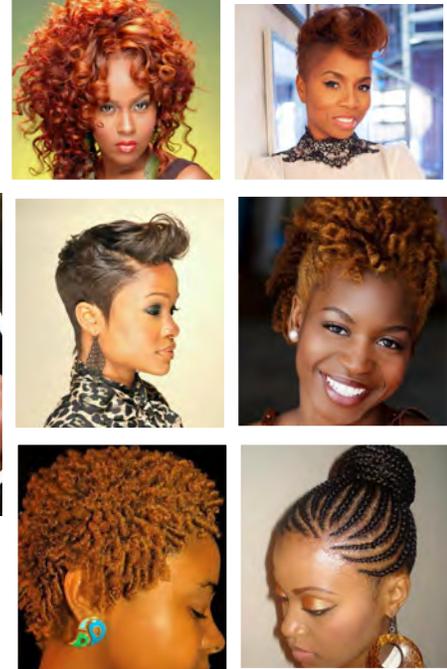
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RUSHELL FERARAH

I'm currently listening to Frank Ocean's Channel Orange and a playlist of Katy Perry, Sia and Ellie Goulding.



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What is Hair Honey??

WE'RE A BUNCH OF LADIES THAT LOVE HAIR ....

The Hair Honey team searches high and low for all things hair and beautiful. We know the concerns women generally have with their hair because we're women too and as black women we tend to have the same issues and concerns. We promise to showcase and distribute only the best hair products, hair care tips hairstyles and local stylist. And if we dont have the best - we'll tell you who has it !!! You see its not about making honey its about making smiles !!!

**Our Philosophy.**  
Beauty starts from within. Your beauty is unmatched. Start from the top (Your Hair - Your Crown) and watch it wiggles its way down to your toes - then you do the Happy Dance.

My Head.  
My Hair. ♥  
My Choice.



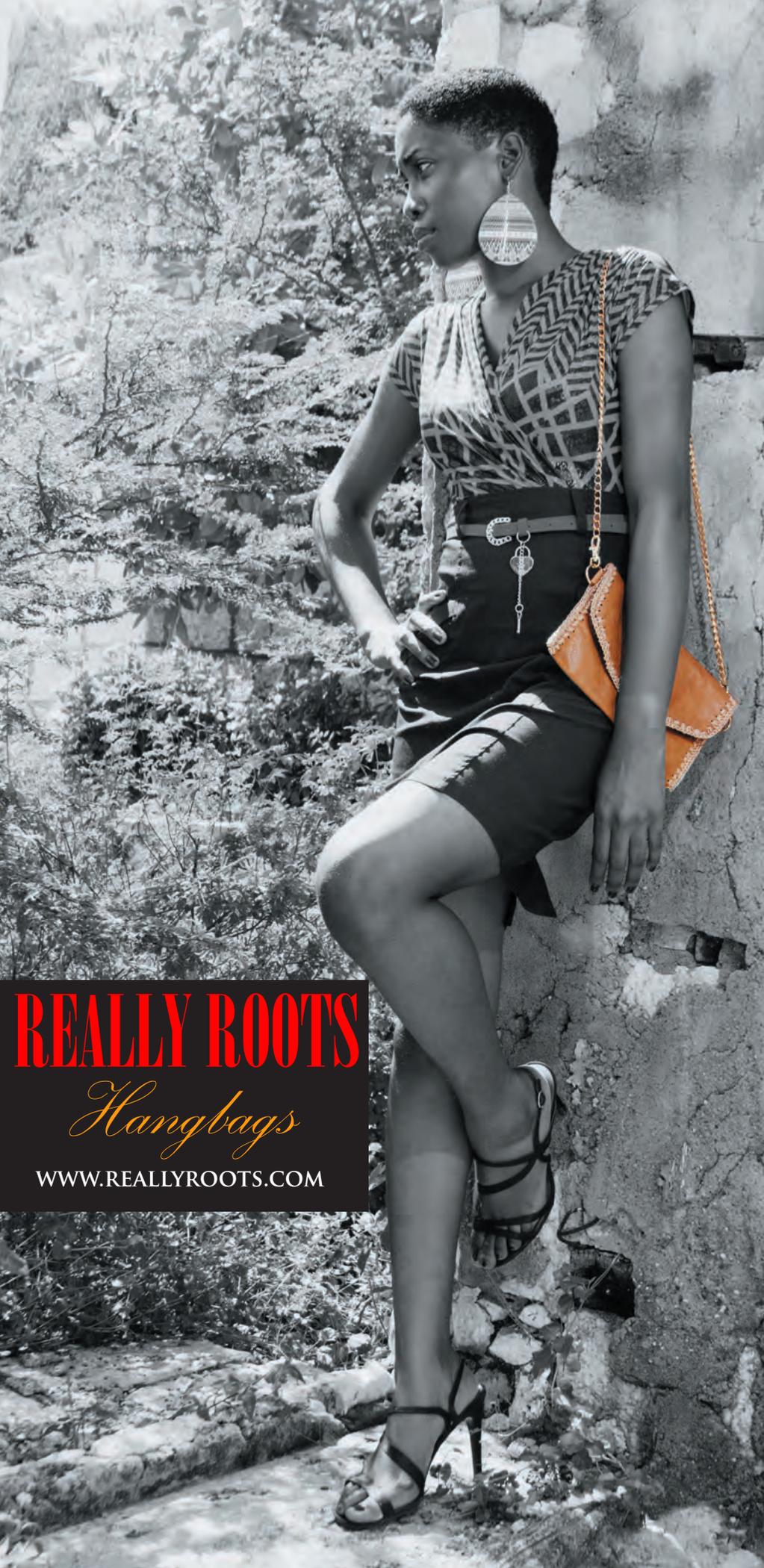
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# THE A to Z of Style



Cecilia Davena



## SAINT international's STYLE WEEK



Donna Rose



Donnovan D



Andre Rowe



Neah Lis





Debra Jarrett



Gregory H.O.D.

Photography by Roger Jones

Words by Rushell Ferarah

**T**he grand finale event of Style Week , the much anticipated Fashion Block took place on Sunday, May 27th, 2012 in New Kingston . The extra long runway was nestled between the skyscrapers and office buildings of the business district. Being that there was no cost attached to the event , the fashion massive came out in full force. This event was Saint’s International’s way of giving the public the gift of fashion and what a gift it was. This fashion show featured over 15 of the Caribbean’s most creative and inspiring designers. This fashion show was by far the most well attended Style Week event and though it was a stand up event that did not diminish the vibe and excitement present in the crowd. The patrons were kept well entertained by DJ Elmo and M.C. Jerry D. The runway was graced by collections from Franz Christie who showed us a beautiful printed dress , a brown dress reminiscent of the flapper era and a futuristic jumpsuit in bright pink and green. Kevin O’brian , who showed some very dramatic pieces in a mix of neons and neutrals with a French influence and some avant garde headwear. Kaydian Nicely’s collection featured some high fashion business attire , tailored dresses and skirts and ended with a white romper with a scalloped waistline. Donovan D wowed us with his use of feathers , neons and jewels as seen on a long lace dress with a feather neckline and a beautiful white jumpsuit with neon overlay. Coca Johnson’s collection featured exaggerated necklines , sequins and shimmer and some beautiful draping and gathering. A shimmery beige dress with a large train, a back sequined jumpsuit and a charmeuse off- the-shoulder dress were the standout pieces. Rick B’s showed some pieces similar to those at International Men’s Collections but surprised us with well tailored female business attire comprising of skirts suits and pants styled with some interesting headpieces. White Skyy showed us their versatility as their collection consisted of vests and blazers for males , a military inspired female shorts suit and a purple one shoulder dress with gold chain detail. Andre Shirley represented for menswear with tailored pants with buckle



Coca Johnson

details , striped pants and contrasting pockets. BallaShawn also came out with some great menswear pieces including cuffed pants , scarves , cardigan and some very well made jackets. A black and red varsity jacket with a

**WHITE SKY SHOWED US THEIR VERSATILITY AS THEIR COLLECTION CONSISTED OF VESTS AND BLAZERS FOR MALES, A MILITARY INSPIRED FEMALE SHORTS SUIT AND A PURPLE ONE SHOULDER DRESS WITH GOLD CHAIN DETAIL.**

red B was also a standout. Gregory H.O.D. collection showed pastel pieces styled with black, formfitting jumpsuits and statement accessories. The swimsuit designers were out in full force on the runway , pieces by Debra-



Nish



Kevin O Brian





Andre Shirley



Balla Shawn

Lee Jarrett , Nish , Andre Rowe and Donna Shamair featuring beautiful cut-outs long-sleeved pieces , the use of prints and patterns varying necklines and some beautiful headwear. The theme of Jamaica 50 was very much present on the runway , designers such as Neah Lis who showed the beauty of the colours present in our flag through flowy dresses , rompers styles with handmade earrings and crocheted bags and belts as well as creative headwear. Khalil's Hattitude showed us extravagant head pieces and hats in black , green and yellow styled with black outfits making the headwear the focal point of every outfit and what beautiful focal points they were. Shades of Africa stayed true to their name and featured African inspired pieces , Jamaican coloured dresses with crochet inserts and a Jamaican top hat. Courtney Washington also represented the Jamaican 50 theme with large Jamaican coloured sun hats , statement jewellery and beautiful belts and headpieces.

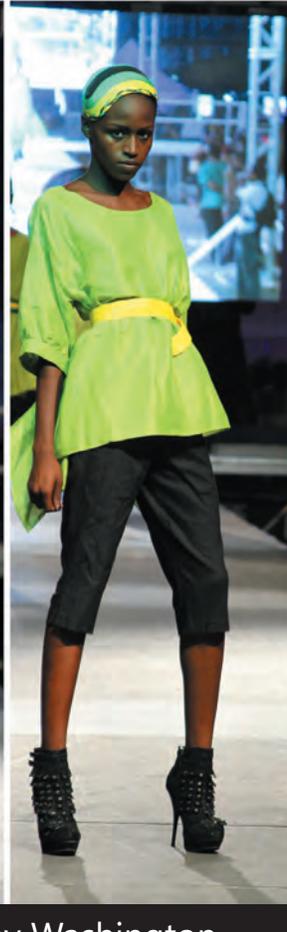
The penultimate collection was that of the Love Collection , a collection that as the name suggests was filled with hearts , red and pinks , an edgy studded jacket and was definitely the most fun collection of the night but nothing less was expected from designer Indashio. The last collection was the aptly named Salute to the Flag by Donna Rose which featured Jamaican coloured animal print maxi dresses , beautiful prints , a tiered ball gown and a coat. An impromptu on stage dance party by the models and their designers ended the show with a bang. The night was indeed a success and it was a great precursor to what will be at the upcoming Caribbean Fashion Week and if these designs are anything to go by , that will be a great success as well.||PJM||



Indashio



Donna Shamair



Courtney Washington



KHALIL'S HATTITUDE SHOWED US EXTRAVAGANT HEAD PIECES AND HATS IN BLACK, GREEN AND YELLOW STYLED WITH BLACK OUTFITS MAKING THE HEADWEAR THE FOCAL POINT OF EVERY OUTFIT AND WHAT BEAUTIFUL FOCAL POINTS THEY WERE.

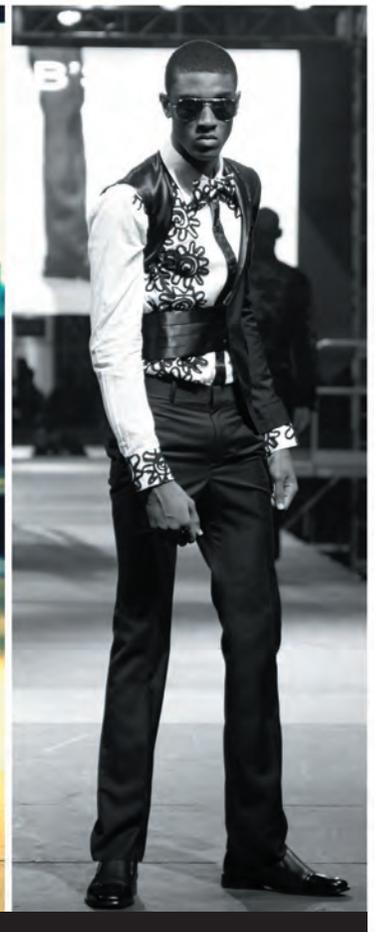




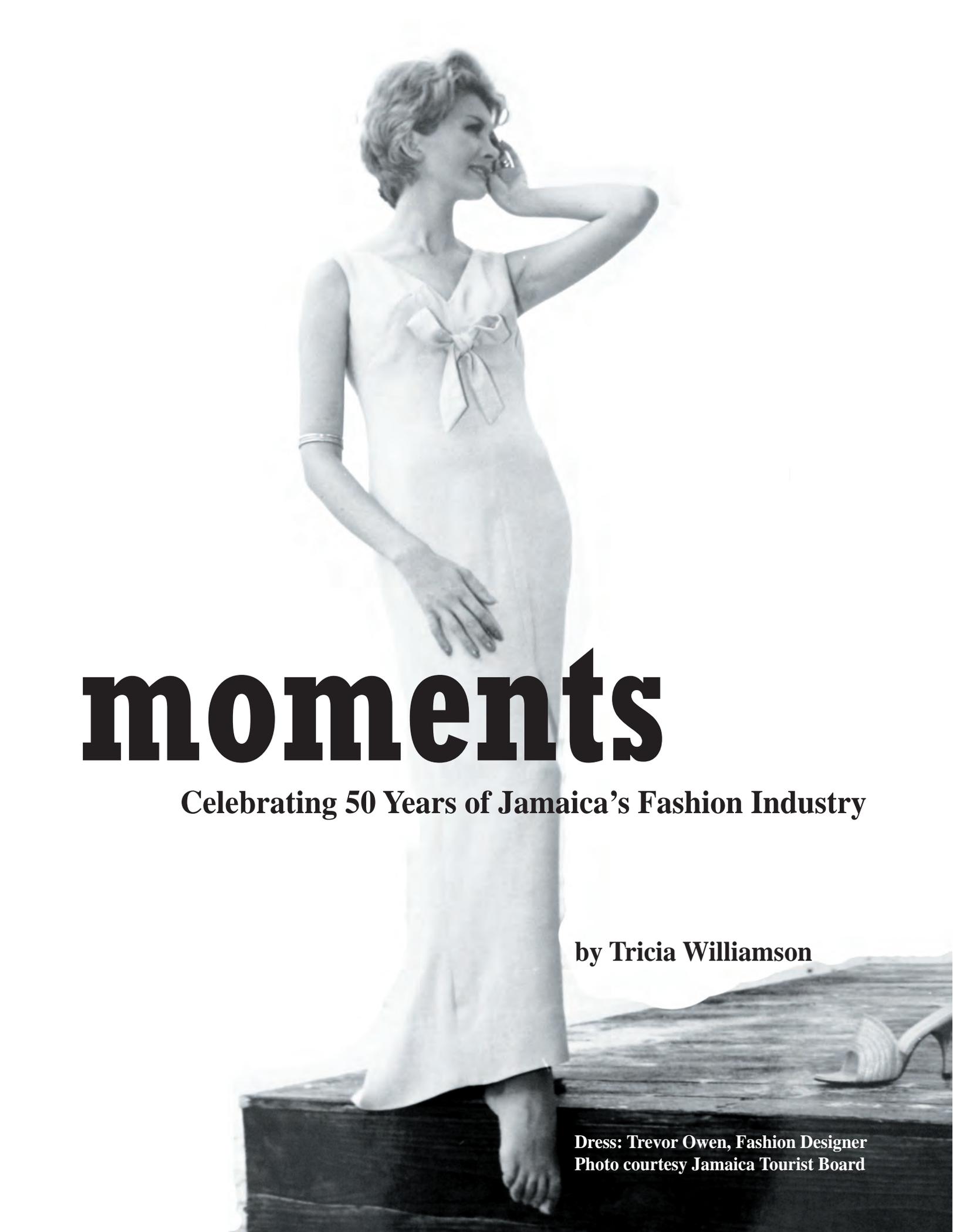
White Sky



Franz Christie



Rick B's



# moments

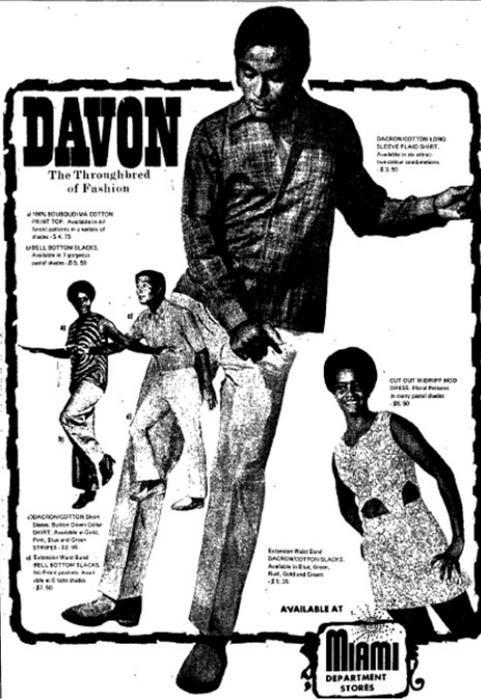
**Celebrating 50 Years of Jamaica's Fashion Industry**

**by Tricia Williamson**

**Dress: Trevor Owen, Fashion Designer  
Photo courtesy Jamaica Tourist Board**

## Fashion Highlights of the

# 1960s



### JAMAICA'S LEADING FASHION DESIGNERS OF THE 1960'S

**Anna Ronai**  
**Annie Lopez**  
**BATA Shoes**  
**Beachcomber**  
**Carole Issa**  
**Claudia Robinson**  
**Dale Laidlaw**  
**Daphne Logan of Bab's Boutique**  
**Dorothy McNab**  
**Douglas Warner**  
**Douglas Warner /Joy Magnus**  
**Eddy Thomas**  
**Hazel Blackman (Formerly Rodney)**  
**Josie Buchanan of Josie's Temple of Fashion**  
**Joyce Delisser of Joyce's Jamaica Vogue**  
**Lynette Payne McFarlane – millinery designer – Fashion Institute, New York**  
**Mae Feurtado**  
**Margaret Jackson**  
**Michael Brooks**  
**Mrs. Fernando Wolley**  
**Normadelie Alexander**  
**Polly Hornburg/ Calypso**  
**Ruth Clarage/ Jamaica Clothes Shops**  
**Ruth Hussey**  
**Tessa Prendergast Welborn**  
**Tessa Welbourne**  
**The Beard**  
**Trevor Owen;**  
**Valerie Marzouca**  
**Van Eldricks**

In the 1960's fashion was greatly influenced by the capitals of Paris, Milan and London. The illustrations of Jamaica's fashion illustrator Samuel Watson was the guide to the latest runway designs ruled by the greats of Chanel, the House of Dior and other European designers.

In early 1962, countries like Sweden were influencing Jamaica's fashion conscious North Coast with its bright Icelandic prints usually reserved for ski suits which was a hit in swimwear. The most popular of these designs was the Helenca swimsuit. Key locations for fashion shows included the Myrtle Bank Hotel, Marrakesh Beach Hotel and Arawak among others.

For footwear, the quality leather shoes with tapered toes came from Bata Shoes. The fashion of the time mirrored what you would observe in modern shows today like MADMEN. Tea parties and charity events were popular backdrops for Jamaica's fashion shows which still had not yet featured prominently in the media as compared to their counterparts in Paris, Milan, New York and London.

Before Pulse and Saint became the leading agencies of today, there was the Jamaica Vogue Modeling School and Agency in the 1960's run by the Issa family.

The Carib Theatre hosted weekly fashion shows on Sundays featuring top local designers.

By 1963, the biggest news in fashion was the 'wrap around dress'. During that time, with the assistance of the Jamaica Tourist Board; magazine editors from Philadelphia to London were hosted to a showcase of the latest in resort wear designs from Jamaica.

In March 1963, New York designer Oleg Cassini hosted a fashion show at the Royal Caribbean Hotel in Montego Bay, Jamaica; and the Arawak Hotel in Ocho Rios. Cassini was a designer for celebrities such as Jackie Kennedy, wife of the President of the United States. These shows in Jamaica formed part of a West Indian tour which also included

visits to Trinidad and Tobago.

In 1963, Jamaican fashion designs with the proud label of "Fashioned/Made in Jamaica" found its way abroad. Designers in this breakthrough included Dorothy McNab and Tessa Prendergast. Josie Buchanan of Josie's Temple of Fashion who had over 130 pieces of her work showcase in a trade show in Chicago; Miami, Barbados as well as in the leading Lord & Taylor department store in New York. Josie was trained at the May School of Fashion Design in New York.

A step for the local fashion industry took place when a German fashion designer was brought down to build capacity in the island through a pattern demonstration workshop in December 1963.

In 1964, Jamaican fashion model Delores Francine, was featured in fashion spread in JET magazine. This was part of a rising trend where European designers were using 'Negro' models to showcase unusual creations of African influence.

In 1965, the Hon. Edward Seaga, then Minister of Development and Welfare announced that Jamaica was to receive services of a world-renown needlework expert- Miss Erica Wilson. Miss Wilson spent six weeks on the island training in all aspects of the needlework industry. This effort was funded by the Jamaican Government and USAID.

### Leading New York Store Features Jamaican Designers

Probably one of the biggest breakthroughs in Jamaica's post-independence fashion industry was the week-long promotion of Jamaica in New York in December 1965. As part of the series of fashion show promotions organized by the Jamaica Tourist Board to showcase Jamaica's top fashion houses; this showcase was in partnership with the Bergdorf Goodman, one of New York's leading department stores.

This was the first time that Jamaican designers would have presented their work on such a large scale to the international market. The designers featured included Joyce Delisser of Joyce's Jamaica Vogue; Josie Buchanan of Josie's Temple of Fashion; Trevor Owen; Dorothy McNab; Tessa Welbourne; Daphne Logan of Bab's Boutique; Carole Issa; and Mrs. Fernando Wolley.

A world away in Australia, Jamaican model Faith Morris makes headlines in December 1965 as the city of Melbourne's most

successful fashion model.

### **Initial Meeting of the Jamaica Fashion Guild**

In late June 1966 the first meeting of the Jamaica's Fashion Guild was held at the Courtleigh Manor Hotel. The most memorable of opinions expressed and still rings true today came from American fashion buyers who visited the island on various occasions to help promote Jamaica's fashion in countries such as USA and Canada.

***“Jamaica has the potential to become the fashion capital of the Caribbean, but this potential will never be realized as long as development of Jamaica’s fashion remains in the hands of individual dressmakers each working in isolation from the main fashion trends in the United States and each working with antiquated production methods.”***

The fashion industry was viewed as a potential foreign exchange earner for Jamaica. The Government of Jamaica provided funding for the first year of Guild's operation to the tune of £25,000. Mr. John Pringle served as head of the Guild while he was Director of Tourism. The Guild also had an office set up in New York. The role of these two offices was to keep abreast of trends in North America so that Jamaican designers could respond to the needs of that market. The Guild served as a quality check point to ensure all designs “Made in Jamaica” were up to standard. The Guild organized bi-annual fashion showcases in North America of Jamaican designs. The organization also handled all importation and duty matters for designers. To handle the business side of shipping and export – the Fashion Export Guild Company was also created.

By December 1966 the number of designers in the Jamaica Fashion Guild numbered nearly twenty members and their work had debuted at Delmonico's in New York. The Fashion Guild continued its office at One Rockefeller Plaza in New York City.

In February 1967, daily fashion shows were being held at the National Arena during the Industrial Exhibition. These were organized by the Garment and Footwear Groups of the Jamaica Manufacturers Association. Items on

display included sportswear, hats, shoes and jewellery. Jamaican designers were still very much follower of the trends as opposed to setting them. So the mod look and ‘Twiggy’-esque models such as Patsy Campbell were very popular in local fashion and at fashion shows respectively.

In September 1967 the Jamaica Fashion Guild showcased their second collection of cruise and resort wear. Trevor Owen's spider web dress in a black and white print cleverly picked out with black sequins was the most original dress of the collection according to media reports.

In October 1967, millinery designer Lynette McFarlane was showcasing her “Better Things Jamaican” hat collection to the New York Branch of the NAACP. The collection featured embroidered linen and straw hats which smart New Yorkers wore when visiting Jamaica. Meanwhile, back home in Kingston, Jamaica- fashion designer Annie Lopez presented the Maxi-Look at the Sheraton-Kingston. Mrs. Lopez was credited with introducing earlier trends such as the “Topless” and “Backless” to Jamaica.

Outside of Jamaica, Mrs. Hazel Blackman was a Jamaican fashion designer and her establishment was The Tree House, in Manhattan's East 147th Street, her work garnered the attention of fashion writers from all over America for the bold and imaginative designs which she created from African printed cotton. Her work was featured in VOGUE, Mademoiselle, Glamour, Ebony, and the NEW YORKER among others. In early 1968, Michael Brooks was making waves in Birmingham with his fashion designs. In his words he believed, “The designer's job is to keep fashion wholly feminine while still being practical.”

In spring 1968, young fashion designer Daphne Scarlett held her first showing of a Spring/Summer collection with 49 pieces. The collection featured dresses and beachwear of vivid colours. Pieces in the collection had their names inspired by places in Jamaica including Caymanas, Palisadoes, Liguanea and Oracabessa- the birthplace of the designer. At the time of this collection debut Ms. Scarlett was 25 years old and studied at the London College of Fashion.

***Can Jamaica's fashion compete in the International Stage? Will there be a successful export industry***

### ***incorporating Jamaican fabrics, and design, which will hold their own abroad?***

These are questions that were asked 50 years ago and the search for a cohesive response. Nearly three years into the formation of the Jamaica Fashion Guild which grew out of the Jamaica Tourist Board, several North American stores were carrying lines by the island's top designers who were also Guild members To be a member of the Guild was no walk in the park and quality control was paramount. The most memorable member of the Guild staff overseeing quality control was Miss Hendricks who was the eagle eye on watch. She was known to have destroyed over 30 offending creations in one go and she was in no way repentant. She is quoted as saying,

***“We stand to lose much by inefficient workmanship and shoddy products, so better that the garments are destroyed here than Jamaica's reputation abroad.”***

One of several key outcomes of the Guild was the growth of the locally screen-printed fabrics in Jamaica. In the late 1960s, the Textiles of Jamaica company was formed. Things Jamaican acquired the right to market locally and export Textiles of Jamaica products. The Jamaica Fashion Export Guild was also forerunner in the phase of marketing, and gave support to the venture. Products were being exported to Bermuda and other Caribbean islands which cater to tourists.

In April 1969, the Jamaica Fashion Guild was still going and was prepared a 1969-1970 Cruise Resort Collection. At the time, the Guild was focusing its efforts on encouraging more local participation in fabric design. In the words of Mr. Winston Stone, Managing Director at the time were, ***“If you are running a Guild featuring Jamaican fashions, you can't buy fabrics in America and sell them back to America.”*** In the modus operandi, the Guild would typically, buy the design outright, pay the designer a royalty or buy printed fabric from the designer. This allowed young designers to compete with fashion houses that were well established, even if they could do no more than just produce a design.

||PJM||

# 1970s Moments in time...

Eddy Thomas of Boonoonoonoos on East, Street Kingston opened the first store in Jamaica to be marketed as "The Only Underground Boutique". "The courageous dresser integrates everything for a single effect," Eddy said. His Boonoonoonoos boutique reflected that in its pop décor and 'nothing mass produced' policy.

"Obviously no one style suits - every woman. Office outfits; are just another example of how our lives have been impersonalized. I believe that the most important thing in life is being you," says Eddy on office uniforms.

Air Jamaica continued its flight highlight of a fashion show high above the clouds featuring the latest creations of Jamaica's best designers.

In late 1970, the Jamaica Fashion Guild opened The Guild Shop at the Sheraton Hotel in Kingston offering an uptown outlet for the latest in cruise resort collections.

Did you know the Jamaica School of Fashion was established in May 1968 and located at 16 Musgrave Avenue in Kingston? It was a similar programme to the best fashion schools in New York City, although on a much smaller basis.



**JANUARY 1970-**  
Jamaican Sonia Younis made waves in American newspaper and VOGUE for her work as a jewellery designer at Tiffany's, the famous New York store.

**MARCH 1970-**  
Kingston Arcade brought new life to shopping downtown. Located at 79 King Street which was the former location of the old Issa department store, the Arcade housed 12 shops. Boutiques included "Mary Poppins", "Phylmax Boutique", "Batas", "Mod Male" and "Shirts Unlimited".

**NOVEMBER 1971-**  
Mrs. Eunice Bull (formerly Jackson), a Jamaican-born fashion designer and a member of Jamaica's Fashion Hall of Fame held a consultation with a group of local designers for the formation of a local chapter of the Association of Fashion and Accessories Designers.

**MARCH 1973-**  
The House of Ivy showcases the "Calico Experience" in Jamaica including the very popular Kareeba suit that came to later hold significant political symbolism in Jamaica.

**NOVEMBER 1974-**  
Francis Keane showcased her "Fifty Years of Fashion" Christmas collection.

**MARCH 1975-**  
Creations by Jamaican fashion designer Peggy McLean of the Klothes Kloset, Kingston, were on show at New York's Hilton Hotel. It was the fifth year that Ms. McLean's designs were being shown in New York.

**DECEMBER 1976-**  
"Together Again" was a fashion show featuring the creations of Ruth Huss of Jamaica with Gottex and Rikma of Israel and was held at the Pegasus Hotel.

Calico became the fabric of the moment in Jamaica and the Kareeba suit a statement of politics as well.

**DECEMBER 1979-**  
Elaine Dryer of Fashion Whirl debuted her fashion boutique in Southdale Plaza.

Bata Shoes expanded seven new shops in 1970 alone. Nearly 90% of the shoes sold in Jamaica were manufactured locally. French shoe designer Mr. Jean-Pierre Chateau handled the design process.

**FEBRUARY 1970-**  
The John Bull Shop in Plymouth, the only fashion store in the island of Montserrat started carrying a full collection of clothes from the 1968/70 Cruise Resort line bearing the Jamaica Fashion Export Guild label.

**APRIL 1971-**  
"Trinidad & Tobago 71"- the six-day mobile exhibition of Trinidadian manufactured goods were on showcase in Kingston. Designs of the Trinidadian companies were shown in the four-part show. The companies were Ace Needling Company, Brunetta Company, Chic Garment Manufacturing and Caribiki.

**DECEMBER 1971-**  
The Jamaica Fashion Guild showcased its 1971 Cruise Resort collection. Among the designers participating were: Sonla Vaz, Poupee Rouge, Klothes Kloset, Olga Keane, Trevor Owen, Josie Buchanan, Delissa Fashions, Carol McFarlane, Beachcomber, Daphne Logan, Guild Embroiderers, Guild Productions and Ivy Ralph. Most of the fabrics used are hand screen, printed in Jamaica— batiks, cotton and cotton polyester blends.

**MARCH 1974-**  
The Jamaica Fashion Guild hosted the French designer M. Jacques Esterel who was accompanied by Mile Rabiller, also a prominent personality in the fashion -world. The French visitors also went to Montego Bay to visit the Guild's workshop.

**JULY 1975-**  
The Jamaica Fashion Guild at this time had 14 fashion designers in membership. Its collection shows featuring Sonia Vaz, Daphne Logan, Claudia Robinson, Peggy McLean, Beachcomber, Connolley Clothes and Carole Ann.

**JANUARY 1979-**  
Carole Issa featured her new boutique at Park Plaza.

Francis Keane emerged as the designer who mixes Parisian with Jamaican. She designed for Jamaica's leading fashion conscious women including Mrs. Beverley Manley who once said, "Her clothes had the originality and flair that never failed to leave her customers breathless."

# trevor owen

Jamaica's Original High Fashion Designer

by TRICIA WILLIAMSON

**T**revor Owen was one of Jamaica's leading fashion designers in the 1960s and 70s. In 1965, he was among the distinguished group of Jamaican designers who made their inaugural international debut during Jamaica Week at Bergdorf Goodman on New York's Fifth Avenue.

In June 1966, he along with fellow Jamaica Fashion Guild Member, Daphne Logan were invited to create special designs for the "Extra Dry with a Twist" fashion show in New York sponsored by Fieldcrest- a leading US manufacturer of linen. The transformation of Fieldcrest's colourful towels, bedspreads, blankets, sheets and shower curtains, into a stunning couturier collection was hailed by the New York Times as some of the most imaginative work seen. Alongside the Jamaicans were internally reknown designers such as Oscar de la Renta. Trevor did several fashion collections back home on the island with the Jamaica Fashion Guild into the 1970s.

Trevor Owen hailed from Montego Bay and had all the talents of a couturier. His work was always outstanding and slightly ahead of the rest of the field. One of his more iconic pieces was a spider web print that featured a simple off the shoulder Grecian style from which flowed a long cape lined in black, and a narrow black tie at the waist.

A bachelor in his early thirties, he was known as a strict a night owl, very bashful and obviously preferred to design for the very sophisticated.

He was at the time the only male in the field of high fashion in Jamaica. Trevor was a young and private Montegonian who rapidly gained reputation as Jamaica's most original high fashion designer. After finishing school he went to work for a travel agency in Montego Bay, then a bank and afterwards an airline. In his own words to a local paper, Trevor recalled, "We didn't get along, those jobs and me. I was bored stiff. I found myself sketching whenever I had a minute."

From as far back as he could remember he was sketching his sister's dresses and for her friends as well. So he pursued his passion and went to work for fashion shops such as Beachcomber and Calypso by Polly Hornburg. He did this for several years until he gradually gained enough confidence to go off on his own.

Some of his friends were either embarrassed or thought he was mad for pursuing such a career choice. However, he credited the support he received from his immediate family who never questioned it. Then in 1964, Trevor opened his workroom. His white washed rooms on Water Lane were reportedly filled with bales of liberty silk and linen. The walls were lined with dressmaking dummies and his cutting board was the focal point for the shop.

He had no shortage of clients. His biggest problem was finding the time to meet the requests for his distinctive evening wear. He cut all of his designs himself, fitted them and oversaw the sewing and finishing touches. In his workshop were three seamstresses and they were only brought in at the final stages.

Quality control for Trevor was paramount and when it came to his work he made no compromise. He was known to sit up all night to meet a deadline. It was this dedication, integrity and devotion that earned him a reputation of producing only high quality fashion.



"If a dress is going to have my label.... Well, it's got to be as good as I can possibly make it," was Trevor's philosophy, "My garments are designed for a specific person to best show off their personality."

"When a woman comes to me to design her dress, what matters to me is that the dress will complete the presentation of that woman. Anything that detracts from the whole picture, that attracts a comment like, 'what a pretty dress' instead of 'what a gorgeous woman' means I have failed," shared Trevor in a past interview. He summarized that he did not sell dresses but instead he tried to create something for each individual woman that sold her, not Trevor Owen.

Decades later on January 19, 1986 Trevor Owen was recognized by the Fashion Awards Academy of Jamaica for his outstanding service and dedication to the growth and development of Jamaica's Fashion Industry.

Trevor Owen's designs were among the most original to be found in Jamaica at the time. His simplicity of line was a hallmark of quality that made him one of the best couturiers.

He died in 1990. ||PJM||



# HALL OF FAME



# 1980's

Pulse Model Agency founded in 1980.

**MARCH 1980-** Over one thousand New York City women and their escorts viewed Peggy McLean's Spring fashion collection at the tenth anniversary award luncheon sponsored by Valerie Bennett's Pampered Lady Boutique. Ms. McLean was honoured for her achievement and contribution in the field of fashion. The theme of the tenth anniversary fashion show was "Reflections of the Seventies".

**NOVEMBER 1980-** In Jamaica there was the Saville Row House of Fashion which was a franchise of the original London Based tailors. The company was formed in 1977. The name Saville Row has long been associated internationally with quality tailoring specifically men's tailoring.

**APRIL 1981-** The Allen Bailey Disco Fashion Spectacular returned to show with its 1981 Designer Collection in celebration of Pulse Limited's 1st anniversary. New and exciting designs from the world's most famous designers such as Gucci, Yves' St. Laurent and Cardin were shown.

**MAY 1982-** Frances Keane, one of Jamaica's leading fashion designers, presented a showing of her Spring and Summer Collection, featuring cruise wear in Miami. The venue was the Omni Hotel, The show was presented in association with Air Florida, Carnival Cruise and Tropical Cruise Lines.

**DECEMBER 1982-** A new entertainment magazine was introduced to the market 'Pulse - the Heartbeat of Jamaica's Entertainment'. The new publication was produced by Pulse Limited.

**MAY 1983-** Denise Sloley was crowned "Miss Jamaica Fashion Model 1983" at the National Arena

**JUNE 1983-** Iman with her own inimitable style that made her the world's No. 1 model graced Jamaica with her presence at "An Evening of Innovation" fashion show, billed as a contribution to Jamaica 21st Independence Celebrations.

**NOVEMBER 1983-** Jackie Domville was crowned the first 'Miss Jamaica Miami'.

**APRIL 1985-** PULSE became the first Jamaican model agency to be admitted to the membership of the London-based Federation of International Model Agencies.

**JANUARY 1986-DESIGNERS HONOURED:** Twenty Jamaican designers were honoured by the Fashion Awards Academy 'or their outstanding service and dedication to the growth and development of Jamaica's fashion industry. The awards was held at the Courtleigh on Sunday, January 19. Honoured designers included Mrs. Daphne Logan, Peggy McLean, Mrs. Annie Lopez, Mrs. Flossie Thomas, Mrs. Ruth Hussey, Mrs. Lola Robinson, Francis Keane, Mr. D. B. Dyer, Mr. Noel Fray, Mrs. Lynette McFarlane, Mrs. Lillian Vaz, Mrs. Sonia Vaz, Mrs. Mae Feurtado, Mr. Trevor Owen, Mrs. Joyce Ennevor Jr. Timothy Ralph for Mrs. Ivy Ralph, Miss Josie Buchanan, Mrs. Joyce Dundas, Mr. Herman 'Farel and Mrs. Carol Issa-Cartade.

**MARCH 1986-** The Fashion Awards Academy of Jamaica was officially formed.

**APRIL 1986-Fashion Academy Award Winners Selected:** Designer of the Year (1985) — Elaine Witter of Layne's Boutique; Fashion Show of the Year — A. J. Brown Fashion Follies 1985; Fashion Model of the Year (Female) — Audrey Burgess-Barakat; Fashion Model of the Year (Male) — Wesron Haupton ; Choreographer of the Year — Hilary Phillips and Barry Moncrieffe; Most Promising New Model — Althea Laing; Model Agency Grooming School - Pulse.

**JUNE 1986-** Norma Shirley was an international food stylist for major fashion publications such as Vogue and Vanity Fair.

**AUGUST 1986-** It was a historical but embarrassing occasion at the Omni international Hotel, Miami, Florida, on August 9, when the Fashion Awards Academy of Jamaica had its first overseas Fashion Excellence Show. The event was historical in that it was the first time that such a large Contingent of the cream-of-the crop Jamaican models and designers displayed Jamaican fashions overseas. The models were excellent, the fashions were exquisite, however embarrassment resulted from the long and tedious production, lack of fashion co-ordination, staging, and promotion, which marred what could have been an excellent showcase of Jamaican fashion.

**DECEMBER 1986-** JELAN, Jamaica's first high fashion magazine was launched. The covergirl was April Parchment.

**JANUARY 1987-** Chic Magazine was officially launched In Jamaica in September 1986 and by early 1987 had appointed Ms. Marlene Campbell as Editor of the Jamaica edition.

**MARCH 1987-** Mrs. Dehlia Franklin, Jamaican fashion designer, on the prize for being the millionth passenger to be flown by the national airline- Air Jamaica.

**MAY 1987-** History was made Easter weekend when designers from the Port Antonio Crafts Market put on a display of their latest fashions at a cocktail-hour beach party on Navy Island. It was a first show ever for the market ladies who design and make their own clothing and accessories for sale in the market.

MAY 1987

Kimberley Mais was named Miss Jamaica Fashion Model 1987

JULY 1987

“Jamaica’s First Ever Buyers’ Fashion Show”/ Vente de Mode- Designers hoped to secure orders from overseas as well as local buyers and obtain publicity for their fashions in international fashion magazines.

SEPTEMBER 1987

Kimberley Mais, Miss Jamaica Fashion Model 1987scored big in Tokyo, Japan.

OCTOBER 1987

Sandra Kennedy debuted her young and trendy CHAD collection.

OCTOBER 1987

Seven local fashion designers/manufacturers were selected to participate in a garment contact promotion in New York and Miami, under the Jamaica National Export Corporation JAMEXEXPORT programme. The promotion, was named “Jamaica Style ... It’s Hot!”

MAY 1988

The Fashion Awards Academy of Jamaica held its 1987 Fashion Excellence Awards. Its main objectives was to publicly recognise the individuals and organisations who have shown a high degree of excellence and who have actively supported the fashion industry during the course of the year preceding the awards.

OCTOBER 1988

Jamaican designers continued to be recognised internationally for their outstanding skill and unique styles, Norma Soas from Kingston was chosen as the only Jamaican designer to participate in the Caribbean Basin Fashion Show at the Canbe Hilton Hotel San Juan, Puerto Rico

NOVEMBER 1988

Miss Jamaica World, Andrea Haynes’ wardrobe designed by Melody Dostey of Fantazia of New York created controversey. Affected by the passage of Hurricane Gilbert in September the collection had its shortcomings.

# 1990’s

JUNE 1990

Pulse’s 10th Anniversary show featured new designer collections from Layne, Carillon, Spunk, Moncrieffe, Arlene Richards. Sadie Soas, Pahti (an African designer based in New York) and other Jamaican designers.

JUNE 1990

20- year-old Jamaican-born cover girl Kimberley Mais became Elite’s top model in Tokyo, Japan.

AUGUST 1990- Michell Moodie, Miss Jamaica Fashion Model 1989 was shot in a fashion spread feature for Italian Vogue in Milan.

JULY 1991- The Jamaica Fashion Designer’s

Association was officially formed on 31st July, 1991. Head of the association was Annie Lopez, President, Mrs. Francis Keane, 1st Vice President, Sadie Soares. Treasurer, Stephanie Warner, Secretary, Sonla Vaz, Josie Buchanan and Lanle Witter, all world renown fashion designers

AUGUST 1991-PULSE models Charmaine Clarke and Laurie-Ann Douglas were selected by Nippon, the Japanese airline, to be the lead models for their new series of posters advertising the Caribbean as a tourist destination in Japan.

SEPTEMBER 1993-Francis Keane returned from a trip to the Ivory Coast where she displayed her latest cutwork embroidered line for a fashion show.

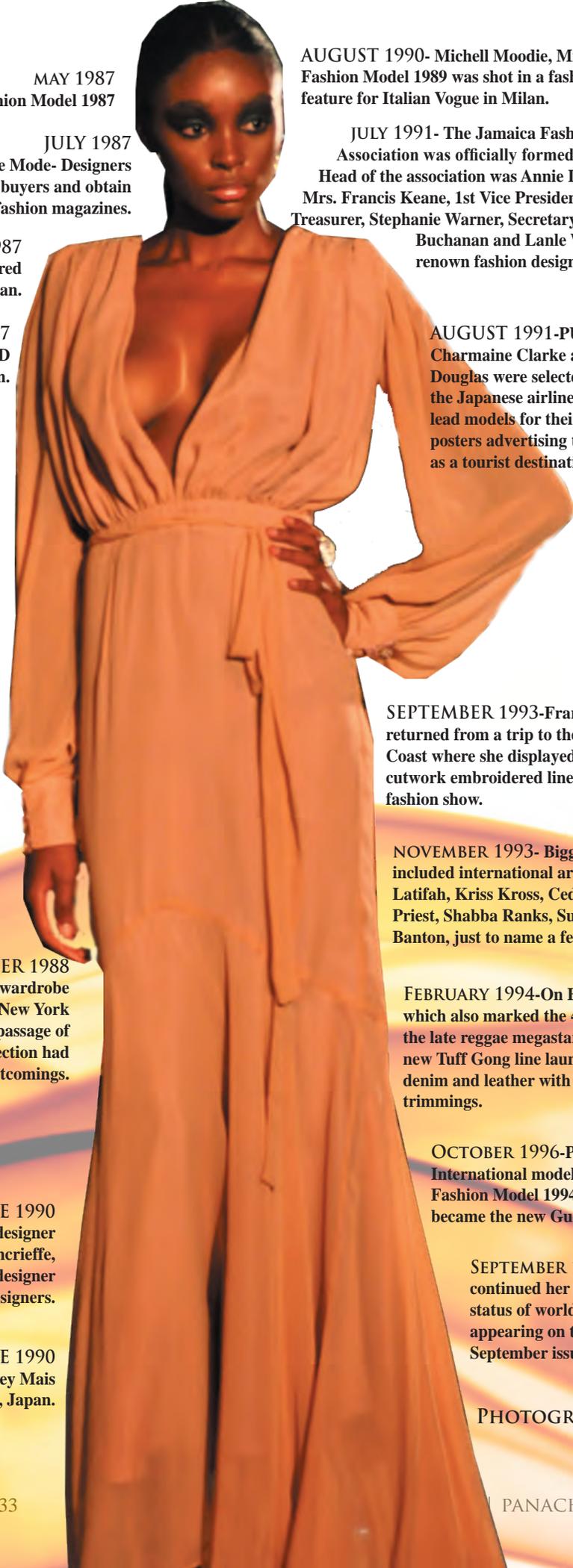
NOVEMBER 1993- Biggy’s clientele included international artistes such as Queen Latifah, Kriss Kross, Cedella Marley, Maxi Priest, Shabba Ranks, Super Cat and Buju Banton, just to name a few.

FEBRUARY 1994-On February 6,1994, which also marked the 49th birthday of the late reggae megastar Bob Marley, the new Tuff Gong line launched with lots of denim and leather with red, green and gold trimmings.

OCTOBER 1996-PULSE International model and ‘Jamaica Fashion Model 1994’, Nikki Vassell, became the new Guess girl.

SEPTEMBER 1997-Lois Samuels continued her march to the status of world No. 1 supermodel, appearing on the cover of the September issue of Vogue.

PHOTOGRAPHY BY CRAIG HARLEY



# 2000's

Saint International Model Agency founded in 2000.

- **NOVEMBER 2000-** A Fashion Group was formed and comprised of Les Campbell Designs, Uzuri International and Helen Chen, daughter of the late Mae Feurtado. The group aimed to offer support and encouragement to locals to buy Jamaican goods.
- **2001-** Pulse conceived, organized and produced the inaugural and widely acclaimed Caribbean Fashion Week (CFW). In 2002, the first Caribbean Model Search was held. CFW was seen in over 150 countries via Fashion TV.
- **MARCH 2002-** Jamaica fashion icon and veteran designer Josie Buchanan died on March 23, 2002.
- **JUNE 2002-** Jamaican Business Development Centre (JBDC) hosted a retail show of Authentic Jamaican Fashion and Interiors at Devon House.
- **MARCH 2003-** Nadine Willis, former exotic dancer turned international model, scored a major triumph, making history when she shot an editorial feature for top' European fashion magazine, French Vogue.
- **MARCH 2003-** Canise Jackson of Saint International dubbed the 'Black face of MAC Cosmetics'.
- **OCTOBER 2003-** Jaunel McKenzie of Pulse Model Agency blazed a trail in the fashion world.  
**2003-** International Mecca of Style launched by Saint International
- **DECEMBER 2004-** Ralph Lauren-designed rooms at the elegant Round Hill Hotel and Villas.
- **MARCH 2005-** Saint International was the only Caribbean model agency to be featured in V magazine's 'V are the World' Spring preview 2005 edition.
- **SEPTEMBER 2006-** Panache Jamaica Magazine- Fashion and Lifestyle magazine was founded.
- **FEBRUARY 2007-** CFW 2007 was launched at a glitzy reception in London, England.
- **AUGUST 2007-** Pulse's Caribbean Model Search 2005 winner, Gaye McDonald, landed Nordstrom, and booked Armani.
- **JUNE 2008-** Caribbean Fashion Industry Forum (CAFIF), was formed CAFIF is the region's industry business association, geared to the development of fashion in the Caribbean. Formally incorporated earlier this year, CAFIF is a not-for-profit organisation with its directors drawn from the Caribbean.
- **AUGUST 2008-** The region's revered masters of style came to Caribbean Fashionweek (CFW) in record numbers this year to be honoured.
- **JANUARY 2009-** Francis Keane, the doyen in fashion designing in Jamaica, was seriously ill in hospital.
- **MARCH 2009-** Pulse Investments Ltd released its list of 21 Caribbean master designers: Meiling and Claudia Pegus, both from Trinidad, Nefertari Caddle, Simon Foster and Pauline Bellamy of Barbados; Jessica Ogden and Gavin Douglas, British designers of Jamaican parentage; Atelier Dore (Judith and Hank Uiterloo), Suriname; Sandra Kennedy, Uzuri (Karl Williams and Mark McDermoth), Barry Moncrieffe, Catch A Fire (Cedella Marley), Mutamba (Amber Cohen and Mutabaruka), Earl 'Biggy' Turner, The Mushroom (Brigid and Jason Lawson), Bridget Brown and Bill Edwards of Jamaica; Denis Davaed of Guadeloupe; Calvin Southwell of Antigua; Heather Jones of Trinidad; Joy Bryce, an Atlanta-based Jamaican designer and Francis Hendy, a New York-based Trinidadian designer.
- **APRIL 2009-** The Jamaica Fashion Collections, a presentation of the best of Jamaica's fashion, design and models, took the international stage at two shows in Brussels, Belgium.
- **APRIL 2009-** Jamaican designer Sandra Kennedy broke into the Japanese market.
- **OCTOBER 2009-** Norma Soas, the journalist, friend, wife, lecturer and fashion designer died.
- **AUGUST 2009-** In keeping with its mandate to improve the export readiness and competitiveness of local fashion enterprises, the Jamaica Fashion and Apparel Cluster (JFAC) partnered with the University of Philadelphia in a two-day training workshop.
- **MARCH 2011-** Ashley Martin- The Saint International Avant Garde Designer of the Year
- **AUGUST 2011-** Fashion designer par excellence, Norma Elaine Witter (Layne) passed away.

This list is by no means exhaustive of the many accomplishments and milestones in the history of Jamaica's fashion industry, do continue support Panache Jamaica Magazine as we continue to recognize and honour all those who have left their mark.

A woman with long braids is sitting inside a structure made of many vertical and diagonal wooden sticks. She is wearing a bright green, crocheted, sleeveless dress with a zipper down the front and cutouts at the bust. She is also wearing a necklace with a large circular pendant and a star-shaped earring. The background is a dense wall of these sticks, creating a textured, natural setting.

*Glance at*  
**DESIGNERS**  
*of Today*

**MINKA**

*Tricia Williamson, Fashion Editor*  
*Photography by Roger Jones*  
*Latoya Jones, Hair & Makeup*  
*Jewellery by Peace-is of Bianca*  
*Accessories courtesy of the Rockhouse Boutique*



“For Spring/Summer 2013 I was inspired by the bohemian movement of the 70’s. This was a dynamic period in history where individuals exercised their freedom of expression and this was shown in the way women started to dress, that is with more freedom, which had an immediate impact on the fashion industry. Stars such as Cher, Debbie Harry, Twiggy, to name a few were very influential in the way they dressed.



I wanted to do a collection which is modern, glamorous and of course appeals to the woman I dress, so I incorporated leather and wooden details mixed with modern and retro prints. I also mixed the prints so the collection could be visually stimulating.

Bohemian fashion has no rules, it is too eclectic, too unique and too endless in the department of possibilities.” - JULAN

JULAN

A woman with her hair in a bun, wearing a bright yellow, sleeveless, form-fitting dress with a draped neckline and a multi-strand necklace with large, flat, circular pendants. She is leaning against a wall made of large, irregular, light-colored stones. Her right arm is raised, and her left hand rests on the wall. She is wearing black high-heeled sandals.

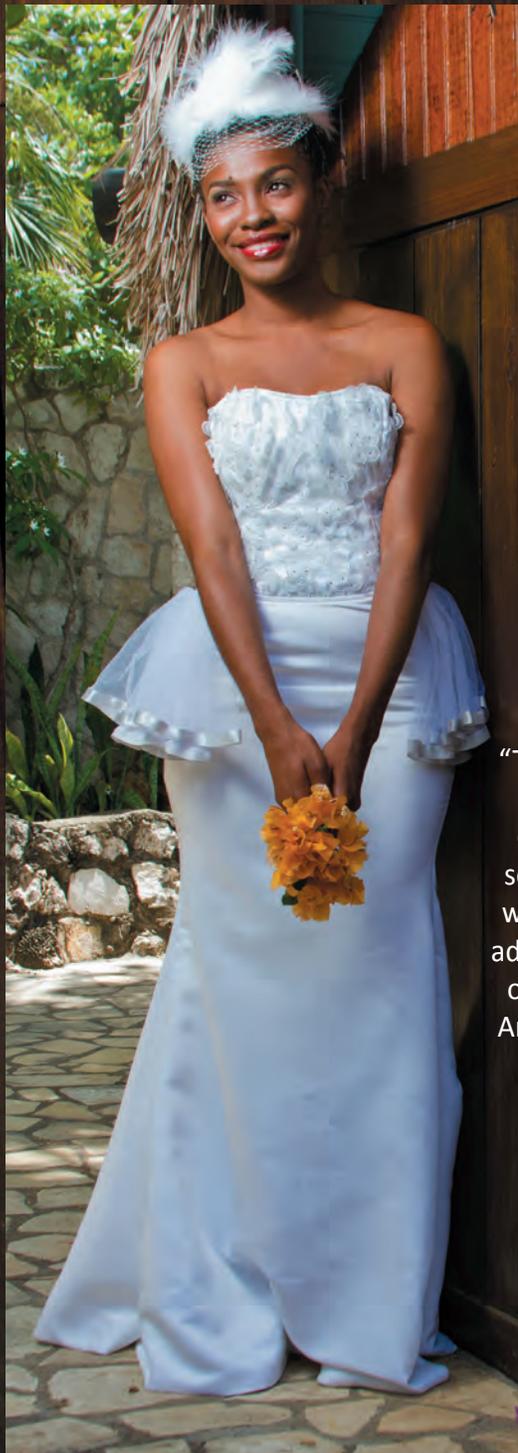
“My inspiration for each design is based off the 1950’s- Breakfast at Tiffany’s, Jackie O and Sophie Loren. My inspiration comes from anything. A walk through a museum, fruits and veggies, flowers, color palettes and a forest after a burning fire. Color is my inspiration. The point is this: It can come from anywhere. I love color or should I say all candy colors. No matter the season these colors which are, yellow’s, oranges, greens and blues, can make a person look vibrant All the time. My designs are creative in the sense of minimal details. I love what I do... And this is what I KNOW.”  
-VICTORIA BROWN

VICTORIA  
BROWN

# VICTORIA BROWN



"Inspired by the universe KOKOBEENZ adapted itself to the aggressive formal and contemporary environment to reflect its specific timeless and sophisticated style. These designs are sign of the times in its shapes and materials." - Ann Chin, KOKOBEENZ



"The Peplum wedding dress with its delicate lines emits sophistication for the woman who wants to add a little touch of fun on her special day." - Ann Chin, KOKOBEENZ

KOKOBEENZ



“My inspiration comes from my life! Whatever experiences I have, where I am spiritually. Also, I love plants and animals so I also draw inspiration from them!” - MINKA

MINKA



**T**he Spa Retreat is the latest gem of Jamaica's West End in Negril. Focused on renewed relaxation this unique escape is customized to meet your every need and to ensure your stay is private and "exclusively yours". **The Spa Retreat** is true luxury getaway on the beautiful cliffs of Negril overlooking the stunning turquoise backdrop of the Caribbean Sea.

There are 18 villas nestled in exceptionally well cared for grounds featuring Jamaican flora and fauna to choose from during your stay. Each cottage features exposed wood ceilings in their sustainable design which is reflected in the architecture and building of **The Spa Retreat**.

While you vacation in paradise enjoy seaside dining at the Blue Mahoe Restaurant where you can experience the amazing culinary perfection of world-renown Chef Kevin Broderick whose only competition is the breath-taking sunset of Negril. Other features include a salt water pool, bar, eco-friendly design, AC, free Wi-Fi and of course an open-air day spa. The spa offers you one of the best massages you will ever experience and the sugar exfoliation & massage combination is highly recommended by guests.

**The Spa Retreat** is truly a romantic get-away and this boutique hotel is for adults only- the staff and owners of the Spa Retreat love children however you won't find any playing at this resort while on your stay.

From the moment you arrive, the impeccable customer service will immediately set your frame of mind to..."Relax" and make your visit one to remember and keep repeating for a lifetime.

||PJM||

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Photography courtesy of  
The Spa Retreat



SGFH



# THE EDITOR

## Caribbean Fashion

WORDS BY TRICIA WILLIAMSON

PHOTOGRAPHY BY ROGER JONES

DESIGN & PHOTO EDITING BY TRICIA WILLIAMSON

In the pulsating fashion capital of Kingston, Jamaica-Caribbean Fashion Week 2012 in the 50th year of Jamaica's independence had its first night opened by SGFH collection by Kazz Forbes. SGFH captured the essence of Turks and Caicos with boldly coloured swimwear and resort wear.



KERRY  
KAY



KAHNAMI



FEMHEKA



HOUSE OF  
OSHAЕ

# R'S REVIEW

## ashion Week

There after collections were seen from the House of Oshae by Jhaniel Smith and Wilma's Original by Wilma Stomp. Wilma's Original was an excellent collection. The creative use of plaid was refreshing along with the bold colour choices. It was a very versatile collection with shorts and jackets separates for you to mix and play. The next collection on the runway was femheka by Raxann Chin and she is certainly one young designer to watch.

# 2012

WILMA'S ORIGINAL



RYAN CHIN



CRYSTAL POWELL



REBECCA STRIIM



H.O.D. DESIGNS





AJEANTE

LOUISE  
GRAHAM

NE SERA

DRENNALUNA

WILD FREE

SYIIM

OLYMPIA'S  
FASHION

Kerry Kay by Kerry Christian was a collection designed for women who love their curves and are confident in their own skin. The collection got 10/10 for its vibrancy, youth, excellent fabric choice and celebration of the female form. So many past collections for women of fuller figures made the mistake of going all black without celebrating the female form. It was a welcomed change to see bold, bright colours permeate the collection and breathe new life into the options women now have with Kerry.

The Kahnami Creations by Morvia Reid-Williams was never short on creativity with red cocktail dresses with asymmetrical hemlines, separates of corsets and skirts from natural fabrics, fun cocktail dresses with punches of colour such as bright marigold. Overall the collection had excellent flow of concept from start to finish, quality fabric and creativity.

Other collections of the night included Ryan Chin, Crystal Powell, Rebecca Strim, HOD Designs, Ne Sera by Kerin Scott, Wild Free by R. Williams, Ajaente by Jean Marie Thomas, Syiim by Juanita Reid, jewellery by Amber World Museum, Olympia's Fashion by Olympia Small Sanaram, beautiful handbags by Diana Jordan and Louise Graham by Louise Graham.

The first night of CFW closed with the dreannaLUNA collection by Arlene Martin in partnership with jewellery by Tweak Boutique. A beautiful collection to close a wonderful night of creativity from across the Caribbean.

The second night of CFW 2012 opened with the Sea, Sex, Sun collection by David Andre of Haiti. The movement of the pieces, rhythm of the collection was fluid and encompassed resort wear for both men and women. The collection was fun and playful and included shorts to oversized shirts with signature detailing. The designs graduated from whites to turquoise to punches of passionate reds. Overall the designs were excellent.

Cassandra Mottley from Barbados presented the SheINeil collection – a very sexy collection for young ladies who love their swimwear. Hak Gwai by Lori Antoinette Williams of Trinidad & Tobago was a myriad of brightly coloured light coats, jumpsuits, cropped pants with a signature opening in the back of the

## HOUSE OF LAMAICA

## SEA, SEX, SUN





SHACO  
COUTURE

CROWN  
ATELIER

BONDIJ  
BY  
BLONDI

MARISKA'S  
DESIGNS

MEILING

LEE ANN  
DESIGNS

VEVE

SALEEM



WADADA  
MOVEMENT

ITES  
INT'L

JAE  
JOLLY

MUSHROOM

KAJ

MINA  
TINERA

MUTAMBA

CEDELLA  
MARLEY



KOKOBEENZ

SHENNA  
CARBY

JULAN

THE  
CLOTH

ATTITUDE

BIGGY

GAVIN  
DOUGLAS

HOPE  
WADE

ZADD &  
EASTMN

coats. Coupled with textured detailing on the ivory dresses the collection had a strong concept flow from start to finish.

House of LAMAICA by Marvalyn Nelson is one for future feature as it was one of the better collections with strengths in the beauty of the appliques, choice of colours and the range and detailing in the dresses, lace skirts and men's jacket.

Mariska's Design by Sonia Noel was haute couture, with excellent fabric choices, quality finishes and a solid flow of concept throughout the presentation. This African-inspired collection was accentuated with stunningly beautiful head wraps and dresses that made even the shortest of models look statuesque. I love collections that create complete looks with head wear and bags and Mariska's Design was a true vision of a modern woman- stylish and sexy.

Shaco Couture by Sharon Cole from Trinidad and Tobago/ USA brought her take on shoulders in modern women's wear. The fabulous white jumpsuit is a must-have piece for any working woman. As one of the Emerging Designers of 2012 Nominees, the collection was most deserving of the recognition.

MEILING by Meiling reflected her signature style- the collection did not 'wow' as in years past but it is Meiling and as doyenne of Trinidad & Tobago's fashion her score is 10/10. It was evident from collections of other designers how far reaching the influence of her work and craftsmanship has been and such inspiration and leadership is to be honoured. What is loved most about Meiling collections is the beauty of the West Indian Sea Island Cotton – from dresses, shorts, shirts, jackets every piece is refined elegance. The designer is in the details and Meiling offers that in every look.

Suzilee Chambers presented her glamorous Lee Ann's Designs collection. Followed by "Crown Atelier" by Tiger Lilly Hill who was inspired by the flirtatious flapper era and also emerged the winner of the Emerging Designer of the Year award. Dionne Richards was next on stage with Bondij Blondi -a sexy collection that was fun and fresh.

Saleem by Saleem Samuels offered menswear and womenswear in the collection. However the men's line really stood out from the collection and included a Russian red suit that was blazing hot.

Jae Jolly by Janel Jolly was a beautiful and sophisticated collection with a strong sex appeal. She is certainly one designer to watch as she continues to mature.

Another favourite designer of the evening was Jackie Cohen and her Mutamba collection. Mutamba is a celebration of the Caribbean woman with a strong knowing of who she is. The looks had lovely detailing in the back and accentuated with strong accessory pieces including black hats and big bold belts. The looks projected an easy vibration with beautiful draping throughout the black collection. The collection was empowering, flawless... A total contrast to last year's colourful showcase- this year's collection from Mutamba is a must have.

Other collections of the evening came from Wadada Movement by Asla and Ayanna Diaz and Ites International by Sequoia David whose collection was very good with handbags to die for. The final collection for the evening was the highly anticipated "High Tide" by Cedella Marley. This collection received a perfect score 10/10. It was young, hip, fresh and was a strong

representation of brand Jamaica in the gold, green and black. From the reggae inspired Marley headsets to the trendy sportswear collection in partnership with PUMA for our golden athletes at the London Olympics- it was a true celebration of Jamaica 50 and it's no surprise the line was voted as one of the best at the Olympics by TIME magazine. Kudos Cedella, look forward to having you back at CFW again.

The final night of CFW opened with the Mina Tinera collection by Milliance from Haiti, the collection certainly has potential and we look forward to seeing it grow.

KAJ by Summer Jarrett had an excellent concept flow throughout the collection – favourites included the bold colour bloc dress and overall this designer has strong potential for continued success in the industry.

The Mushroom collection by Brigit and Jason Lawson was another glamorous swimwear collection, lots of glitz on the bikinis; overall a very young and sexy collection- signature Mushroom.

Veve by Phelicia Dell was another designer that garnered a perfect score- her designer handbags are investment pieces and wonderful works of art that are vibrant and chic. Grab one for your own, it's sure to have everyone wanting it for themselves. We saw elements of the flapper style continue in the Kokobeenz collection by Ann Marie Robinson-Chin. The collection was filled with bold colours and dresses that were beautifully draped.

Julan by a very pregnant Juliette Dyke (Congratulations!) was a collection perfect for any tropical escape. This was followed by the BANG collection by Nell Robinson and Ann Marie Clarke- the collection was young, hot and a good debut at CFW. Beautiful jewellery was showcased in the Atelier Dore collection.

Shenna Carby's collection followed thereafter and was a carnival of creativity in its range of looks and there is a strong potential for any future bridal line given the gowns that strutted down the runway.

Now on to The Cloth by Robert Young. What can or cannot be said about Robert- no matter what, he never disappoints. The collection was perfect 10/10- crisp white shirt and pants suits for men and dresses for woman coupled with beautiful The Cloth totes and appliques- it was signature Robert Young. Of course all the models were in a state of kumina so the presentation was high on energy with a touch of voodoo and obeah in the mix.

The collections that followed all had highest scores including Attitude by Ashley Martin, Biggy by Earl Turner; Zadd & Eastman by Nigel Eastman.

Of course the final designer of the evening and fashion week itself was Gavin Douglas by Gavin Douglas- his collection was all black and just exquisite. His construction and textured pieces belong in a gallery or better yet on the body of women everywhere.

A perfect end to possibly the greatest Caribbean Fashion Week ever held. Congratulations to Pulse and their support staff for their great work on staging such a key event in our industry.

||PJM||



# Welcome to Liberty Hill Great House & Spa...

Liberty Hill Great House was built in 1740 and is a Historical House set on 25 acres of land, 1200 feet above sea level, and boasts views of both mountain and the Caribbean Sea as well as the cities of St. Ann's Bay and Drax Hall.

The property has 3 private suits with bathrooms for our guests. We have walking trails, gardens, pool and spa. Liberty Hill Great House accommodates 3 couples and up to ten single overnight guests on an all-inclusive basis. (If your party is larger we can make accommodations at one of our associate property). It is the perfect destination for rest and relaxation, peace and tranquility, weddings, corporate meetings, retreats, outings and other social events.



The Tranquility Garden at Liberty Hill Great House boasts one of the largest collections of exotic flowers in Jamaica including: Haliconia, Ginger, Orchid and palms just to name a few. Every variety of tropical fruits and plants such as banana, coconut, breadfruit, pimento, Papaya and more can be found at Liberty Hill Great House. This property lives up to St. Ann's Parish identity –the Garden Parish. On the property we farm our own produce which provides our guest fresh fruits and vegetables. We continue the tradition of harvesting the pimento during the season as well as using the pimento in some of our spa products. It must be noted that most product used in the spa has an ingredient grown on the property.

Liberty Hill Great House Resort & Spa is truly a fascinating resort for a spa getaway focused upon renewal and rejuvenation. Come to Liberty Hill Great House Resort & Spa to Relax, Refresh, Rejuvenate and take back your life. It is a resort spa retreat that will definitely stay with you long after you depart. | |PJM| |



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# MODEL OF THE CATWALK

IF 'OWNING' THE RUNWAY WITH PERSONALITY, PRESENCE AND ENERGY WAS AN ART FORM...SHE WAS EDNA MANLEY! WE LOVED...

## *Rochelle Notice*



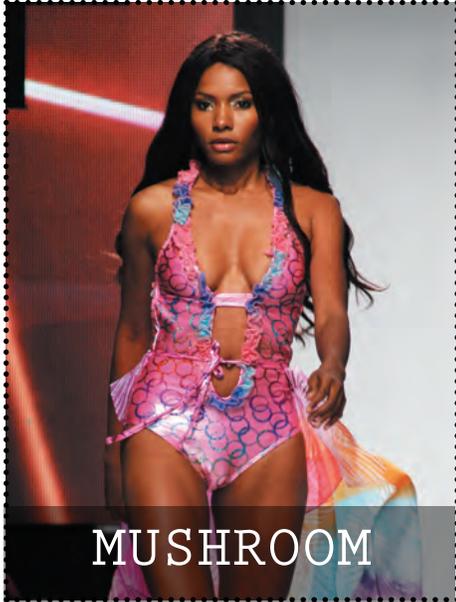
PAGE BY TRICIA WILLIAMSON  
PHOTOGRAPHY BY ROGER JONES



# Basking ...in bikinis

By Tricia Williamson  
Photography by Roger Jones

Photo Editing By Tricia Williamson



MUSHROOM

## TIPS FOR A NEARLY PAINLESS BIKINI WAX

**Plan to wax after your period.** Your pain threshold is higher in the week after your period than beforehand. Think of it like this: if sappy commercials make you cry when you're premenstrual, having wax applied to your dainty bits certainly will.

**Lose your self-consciousness.** Yes, a stranger is going to see you wearing, at most, a paper thong. Don't worry about offending her or feeling embarrassed. It's nothing she hasn't seen before. The less anxious you are, the less you'll worry about pain.

**Start off slowly.** Your first bikini wax is not the time to try a Brazilian. If you're new to waxing, go with a basic bikini wax. If you want to remove more, there's always next time.

**Exfoliate.** The day before you decide to wax, exfoliate in the shower. This will remove dead skin, allowing the wax to grip shorter hairs.

**Speak up.** A good esthetician will work with you to make sure you're as comfortable as you can be. Don't be too shy to say something if you have a low pain tolerance — it's better to speak up



MARLEY

than to suffer in silence.

**Use hard wax.** Hard wax is gentler than soft wax, so visit a spa that uses it.

**Take an over-the-counter pain reliever.** About an hour before your appointment, take an Advil, Tylenol, or other pain reliever.

**Breathe.** It can be tempting to hold your breath, but breathing in and out helps reduce the pain. Take a deep breath in when the wax goes on, then breathe out when your esthetician gives it a yank.

**Know which parts are most sensitive.** You wouldn't expect it, but having hair pulled from the lower abdomen area is more painful than it is around the vaginal opening.

**Turn your head and cough.** An esthetician at Bliss taught us this trick: when the wax is about to be ripped off, cough. Sounds weird, but it distracts from the pain. ||PJM||



SYIIM



Lee Ann Designs



Lee Ann Designs



MARLEY



MARLEY



Wild Free

Tips courtesy : <http://www.bellasugar.com/How-Make-Bikini-Wax-Hurt-Less-678438>

# DESIGNERS: CFW 2012 REVIEW

DESIGNERS AT CFW 2012 WERE ASKED TO DESCRIBE THEIR MUSE FOR THEIR COLLECTION, EXPERIENCE AT CFW AND VISION FOR FASHION IN 5 YEARS.

The views expressed here do not necessarily reflect the views of Panache` Jamaica Magazine and may have been edited for editorial content or layout.

BY TRICIA WILLIAMSON

## SONIA TOMLINSON

*Louise Graham*

We were inspired by Jamaica's 50th Anniversary, hence the name of the capsule collection is "Destination Jamaica 50th", paying homage to our Independence and highlighting comfortable cotton and linen creations for daytime to evening, even weddings. It was a fun enlightening experience [at CFW] and one from which we have garnered the experience of the fashion runway.

In the next 5 years, we would love to see more international buyers coming to the showcase thus increasing the exposure internationally for both the designers and the region.

## KAZZ FORBES

*Saint George Fashion House*

The 'Island Breeze: Turks and Caicos' Resort 2013 Collection was inspired by the breathtaking beauty of the Turks and Caicos Islands. With the use of silk chiffon, shantung, dupioni and organza fabrics, I endeavoured to re-produce that feeling.

Being in Jamaica always feels great, but visiting to present my collection; in addition to being the first designer to represent my country - the 'Beautiful by Nature' Turks and Caicos Islands at the twelfth annual Caribbean Fashion Week was an unexplainable sensation. With over fifty designers, it was indeed an honor and a privilege to open the spectacle.

In the future, I see Jamaica's fashion industry booming; attracting more tourists; promoting Jamaica to the world; increasing exports, and provide unlimited opportunities for emerging designers, models, photographers and persons throughout the entire region.

## JUANITA S REID

*Syrim*

The collection is called "Exhibela" which means 'to exhibit her' and is inspired by the rhythms of Latin-Caribbean music which can be seen in the "movement" of the prints used in the suits. The silhouettes are designed to flatter a woman's body and accentuate the figure she wants to exhibit.

This was my first year showing at CFW. It was a great experience. I loved the energy and being surrounded by such creativity and talent, and seeing the skills and visions of the other designers. I learned a lot, just from participating in itself. I came out knowing what it is I would do differently and better next year. The Business Forum that they hosted for the designers was very informative and helpful in informing future decisions for my business.

In the next five years I hope that Jamaica's fashion industry would have learned the benefits of networking and sharing, and realise that to build a self sustainable industry we first have to hold hands and stand on each others shoulders.

## TIGERLILY HILL

*Crown Atelier*

My experience at CFW was beyond my expectations. Pulse and their staff, the stylists and models were a dream. Romae Gordon was exceptional with ample information and making me feel comfortable with the lead up to the show. I'm forever grateful.

I would love to see CFW grow within the next 5yrs and continue to invite quality, commercial and innovative designers to the mix. It was an amazing and humbling experience.



## ROBERT YOUNG

*The CLOTH*

The inspiration is the 50th Independence of Trinidad and Tobago. Transformation, fluidity, change and intention to build. It's a thanksgiving. It's called "O be Yah!" It's an exclamation. of joy!

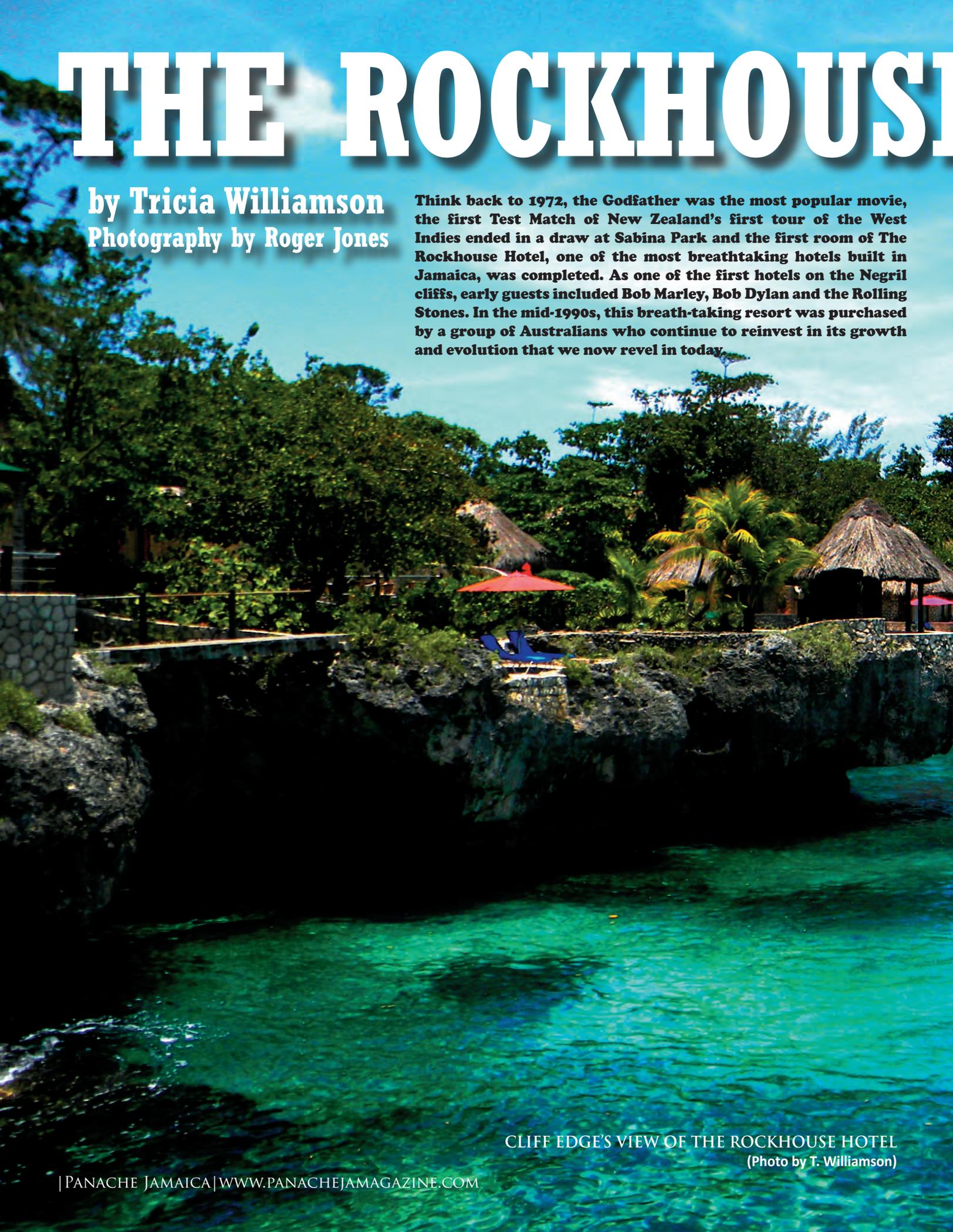
The experience at CFW 2012 was a good experience. Firstly, I always see it as a meeting place of the designers in the region. Thus the role of CFW is important because of the separation by sea and language; this is one of the few times we get to meet. We were able to elect a new board for Caribbean Fashion Industry Association (CAFIA) and I am a member of the board. The CLOTH was able to make a few leads with buyers and we are following up on those.

I want to see Caribbean Fashion in the next five years may be through CAFIA clusters developed for production and marketing. Many small grouping of designers, manufactures and marketing persons in the region, these clusters are inter island so designers and manufacturers can be from different islands. I want to see island associations developed for designers and the development of a Caribbean designers association which is different than CAFIA. I would like to see collective shops in at least five islands owned by designers and individuals who see the economic possibility of these collective shops. These shops can carry 25 best lines in the Caribbean. ||PJM||

# THE ROCKHOUSE

by Tricia Williamson  
Photography by Roger Jones

Think back to 1972, the Godfather was the most popular movie, the first Test Match of New Zealand's first tour of the West Indies ended in a draw at Sabina Park and the first room of The Rockhouse Hotel, one of the most breathtaking hotels built in Jamaica, was completed. As one of the first hotels on the Negril cliffs, early guests included Bob Marley, Bob Dylan and the Rolling Stones. In the mid-1990s, this breath-taking resort was purchased by a group of Australians who continue to reinvest in its growth and evolution that we now revel in today.



CLIFF EDGE'S VIEW OF THE ROCKHOUSE HOTEL  
(Photo by T. Williamson)

# E HOTEL

**T**he **Rockhouse Hotel** has one of the most impressive ratings by hundreds of guests on Trip Advisor (so don't just take our word for it). This chic and beautiful resort reveals its true charm when you visit it yourself. As a surreal oasis it has a simple design accompanied by strong architectural plan whose beauty is surpassed only by the unspoiled cove surrounding the cliffs of the West End peninsula. There are thirty-four (34) rooms at this celebrated resort ranging from premium villas on the cliff's edge to standard rooms nestled in the tropical garden. As you relax in your lounge chair on your balcony, there are hummingbirds outside your villa giving their doctoral attention to all the flowers they see. There is no need for the radio. Just bask in the soothing sound of the waves beating against the Jamaica's edge- sometime subtly, other times with fervor.

The **Rockhouse Hotel** offers in your experience the culinary delights of both the Rockhouse

“This chic and beautiful boutique resort reveals its true charm when you EXPERIENCE it yourself.”

Restaurant & the Push Cart; the resort has a lounge great for relaxation with friends; a signature Spa (*see the Latoya Jones Review in our Beauty section*); a Boutique filled with Jamaican fashion, accessories and arts and crafts; yoga sessions; a pool carved into the coral cliff along with its own bar and grill and more. The **Rockhouse** is also ideally situated the lovers of the sea offering great snorkeling and diving experience right at your doorstep.

Negril in Jamaica is as laid-back as they come. The **Rockhouse Hotel** offers you a very exclusive experience on your getaway. In this on-demand world of social media and 24 hour news streams, if you need to disconnect **Rockhouse** is your oasis. There are no TVs in your room, wireless internet is limited to certain areas and you have a small radio in your room if you wish to tune into Irie FM and relax to some reggae music. From the moment you arrive, you do know... just “disconnect” and truly just be at peace.

The villas offer you an elegant interior of timber framed rooms, high ceilings to keep you cool, a four poster bamboo bed, his and her closets, bedside tables and more. Each villa showcases a harmonious relationship of environmental balance and strong design. The premium villa is octagon shaped and is made entirely of cut stone with roofs of wood overlaid with thatch. The rooms are green-focused with air-conditioning that shuts off automatically once the door is opened to let the cool Jamaican breeze flow in. The premium villas have panoramic large sliding glass doors and louvered windows on the sides that flood your room with natural lighting during the day and white drapes to offer you the privacy you need when required. With solar water heating, use of compact fluorescent bulbs, water saving fixtures, energy efficient equipment it's no surprise The Rockhouse was *Green Globe Benchmarked* in 2008. Yet, even with all these green measures- occupancy comfort in luxury is never comprised. It is the perfect balance.

Enjoy your lazy mornings even more with a yoga session by the pool with Fanette Johnson. While on your stay be sure to stop by the Rockhouse Boutique which is opens its doors daily from 8:00 am to 8:00pm and offers a collection of assorted Rockhouse and Jamaican products. You can try Starfish Oils: a collection of island inspired aromatherapy products; beautiful jewellery by Peace-is of Bianca (See our Designers of Today fashion spread); leading Caribbean fashion designs by Mutamba and T&T Fashions from Simone Gordon Jamaica Blue Mountain Coffee: the best coffee in the world; and Callaloo by Sophie Eyssautier among others.

The **Rockhouse Hotel** offers you a rich epicurean escape with the culinary creations of the professional team at the **Rockhouse Restaurant** or the **Push Cart**. The menu is a contemporary interpretation of classic Jamaican cuisine inspired by the resort's location on the edge of the Caribbean Sea. There are large seating areas for dining with company or if you prefer a romantic seclusion -there are spots perfect for that too.

For the dinner menu, appetizers range from *Grilled Calamari* served with lime to *Crab Turnover*- a quartered quesadilla stuffed with crab and served with black bean and papaya salad. Our **Editor's Choice** is certainly the *Sample Platter for Two*- a great combination of *Shrimp Blaze* rolled tortilla with salsa and sour cream plus the *Crab Turnover* and mouth-watering *Coconut Shrimp* served with **Rockhouse's** signature cocktail sauce- a sweet and spicy pepper jelly with *Grilled Calamari*. It's a little bit of everything perfectly balanced.

For your next course, you could go for the grilled tenderloin steak, the world famous Jerked Chicken or try a vegetarian Jamaican stir fry featuring cho-cho, callaloo, carrot and cabbage – and you would not go wrong with any. But this is the **Rockhouse Hotel**- idyllically nestled in Pristine Cove- it is a seafood lover's paradise. So to satisfy that delight, you may have *Snapper Fillets* that can be steamed, corn-fried or char-grilled to your desired tastes; or dive into *Curried Shrimp* sailing in a papaya boat served with plain rice or have a Mardi Gras in your mouth with the *Seafood Jambalaya* selection- a combination of snapper, shrimp and calamari slowly cooked in a rich seafood stock with vegetables and rice.

Off the menu recommendation includes the *Jerk Pork Medallion*. Presented in a handcrafted authentic miniature Jamaican jerk drum or "pan", this dish features *Jamaican Jerked Pork*, festivals and ripe plantains offered to you like no other restaurant can. It's so good, we will not even show it to you, you have to go there and enjoy it for yourself.

For dessert, you can delight in Jamaican rum cake, coconut crème brulee, bread pudding and more.

**Rockhouse Restaurant** also offers you an extensive and exquisite wine listing encompassing sparkling wines to champagne. From the crisp, dry style of a classic Australian wine to the truly great Champagnes of France- they have the selection for you. Nevertheless, you are on a beautiful tropical island and if cocktails are more to your palette there are many to savour with Rockhouse's award-winning bartenders. Top selections include the *Cartini*, *Watermelon Cooler*, *Sting Ray*, *Ting & Rum* and the *Hennessy So Real*.

So whether you are enjoying the pleasure of doing nothing, a romantic dinner for two or swimming in the cool Caribbean sea- The Rockhouse is one of the best places to be in Negril's West End.

Lastly, one of the many cool things about the **Rockhouse Hotel** is its location. Despite the exclusivity of the escape you are still close enough to services you may need. You can hop in taxi and in less than ten minutes snake your way along the winding road into Negril town. There are several ATM machines, banks and money transfer services, pharmacies, supermarkets- you can be in and out in a jiffy. Other round and about attractions include the world famous Negril Beach just 2miles east of The Rockhouse; scuba diving to sunken shipwrecks, planes and large reefs offer you a different view of life underwater; catch a beautiful sunset at Rick's Café or on a cruise on the "Wild Thing" or visit the Royal Palm Reserve just 15 minutes away among many others. ||PJM||

**THE ROCKHOUSE HOTEL**  
**WEST END ROAD, NEGRIL, JAMAICA**  
**T: 1.876.957.4373**  
**F: 1.876.957.0557**  
**E: INFO@ROCKHOUSEHOTEL.COM**  
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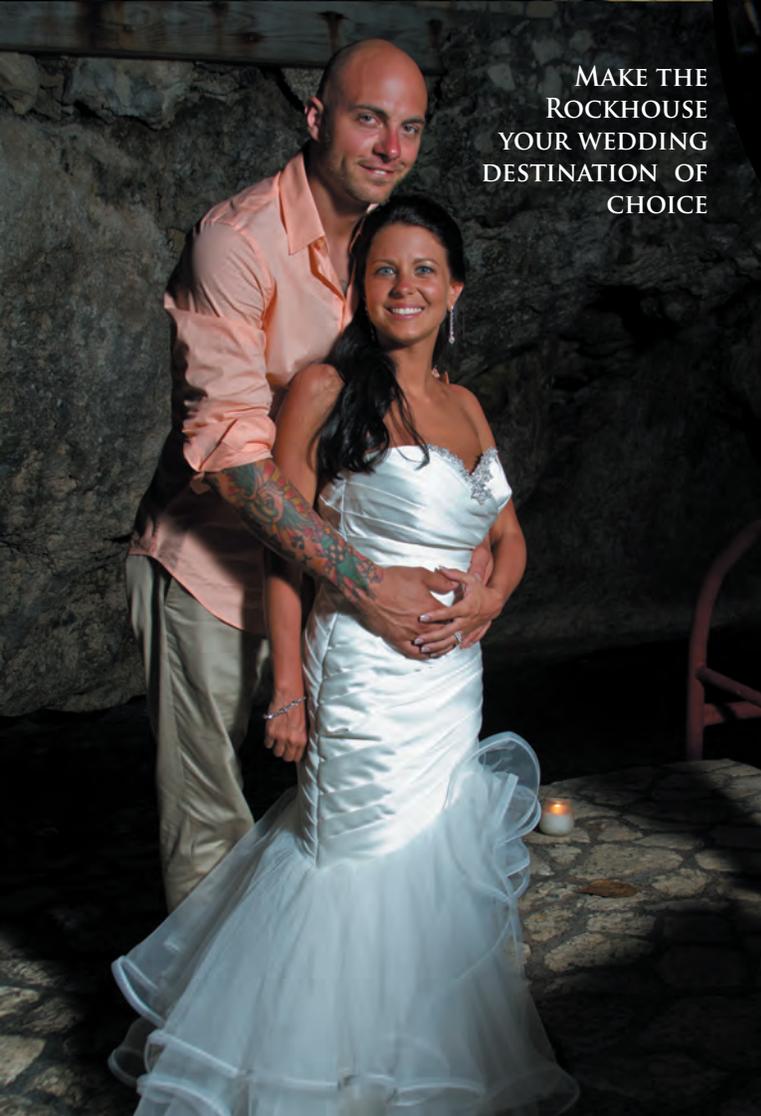
**PUSH CART BAR-RESTAURANT**  
 (Photo by T. Williamson)



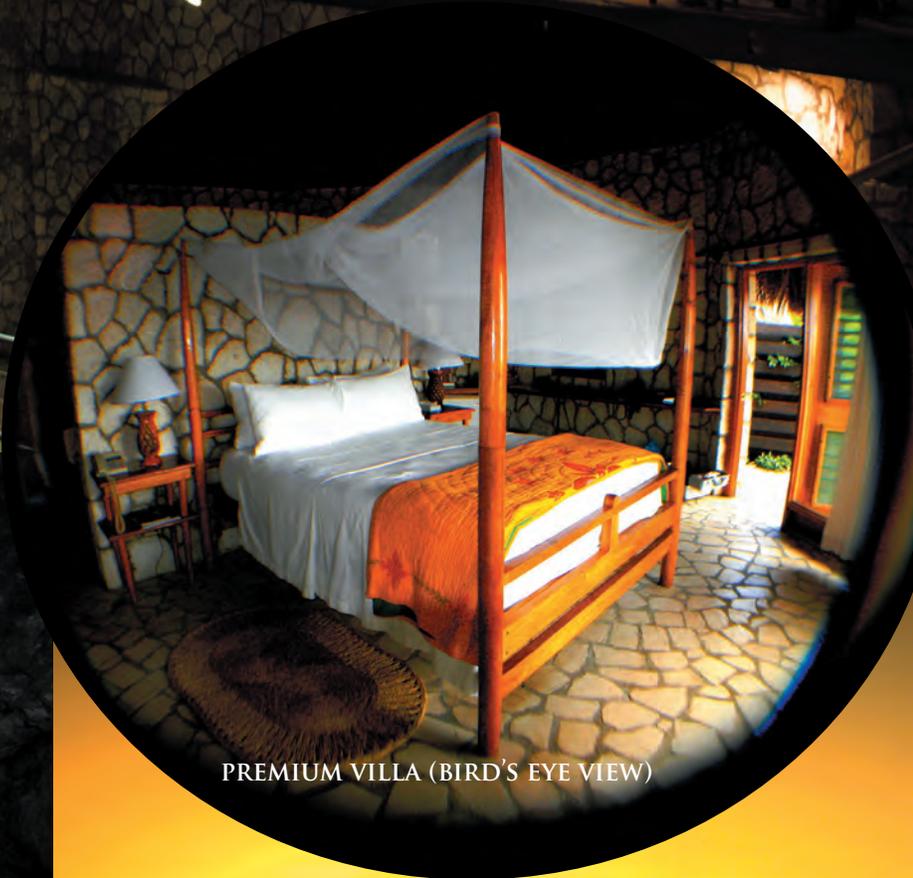
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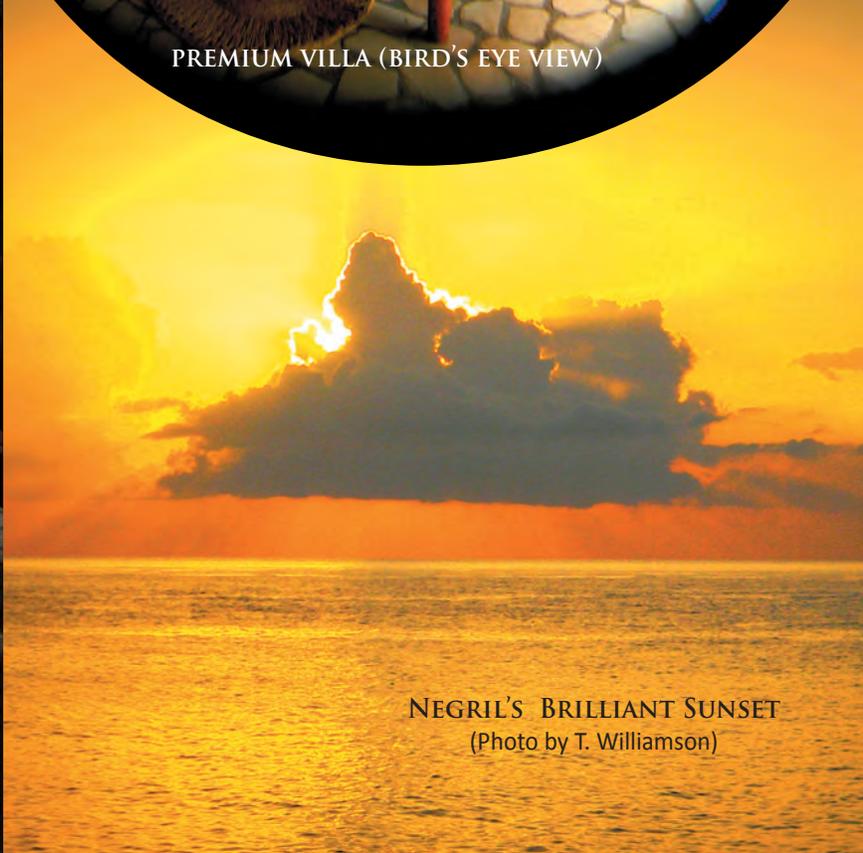
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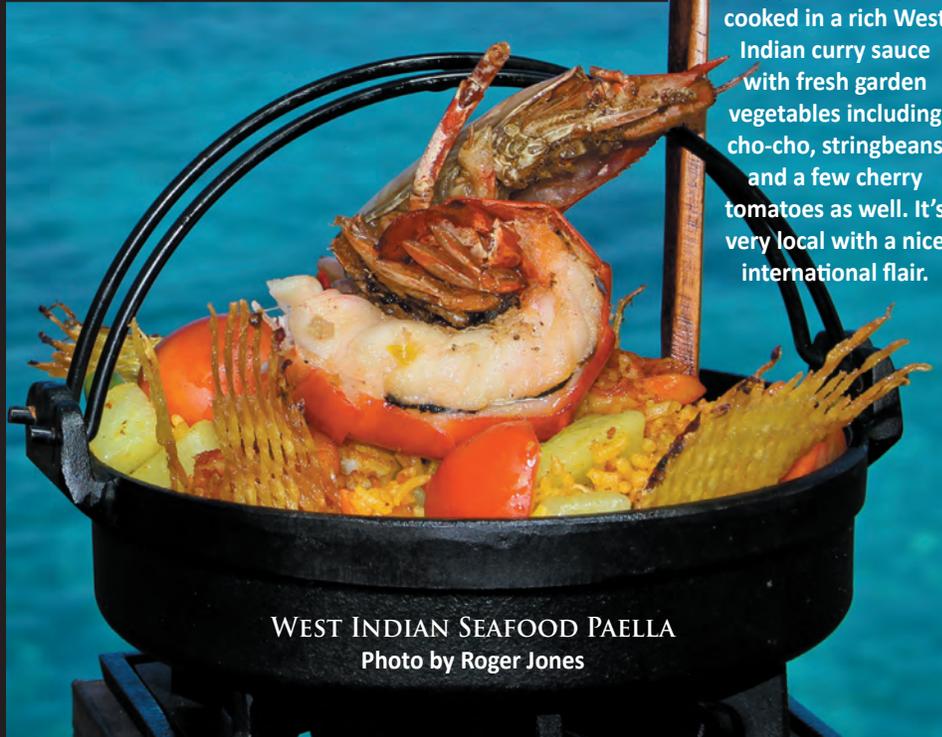
PREMIUM VILLA (BIRD'S EYE VIEW)



NEGRIL'S BRILLIANT SUNSET  
(Photo by T. Williamson)

# CHEF KEVIN BRODERICK

## EDITOR'S CHOICE



**WEST INDIAN SEAFOOD PAELLA**  
This one of a kind presentation is the West Indian Seafood Paella by Executive Chef Kevin Broderick. It is a wonderful combination of shrimp, snapper and crayfish cooked in a rich West Indian curry sauce with fresh garden vegetables including cho-cho, stringbeans and a few cherry tomatoes as well. It's very local with a nice international flair.

WEST INDIAN SEAFOOD PAELLA  
Photo by Roger Jones

Executive Chef Kevin Broderick has recently joined the SPA Retreat Boutique Hotel and its Blue Mahoe Restaurant staff of culinary professionals.

Chef Broderick is famous for his 'out of the box' approach to the culinary arts perfectly balancing unique presentation with contemporary takes on traditional Jamaican cuisine.

His exciting culinary delights are an experience not to be missed. Formerly the Executive Chef of Rockhouse Hotel his signature dish of Ol' Time Synting is a must-have dish and our Editor's Choice.

**H**ighly recommended in our Editor's Choice is the signature dish of Ol' Time Synting created by the award-winning culinary maestro Executive Chef Kevin Broderick. Before your first bite, the presentation alone will get your taste buds in a state of frenzy. The large crayfish steaming atop a coconut shell heavenly filled with calamari, snapper and shrimp that have been slowly simmered in a traditional Jamaican run-down sauce served with white rice and a side of sweet potatoes slices and ripe Jamaican plantains. It is the Usain Bolt of seafood dishes. It is just that fabulous both in presentation and taste .... and our Editor's Choice of Must Try dishes. ||PJM||



OL' TIME SYNTING  
Photo by Tricia Williamson

# BABY BLUEPRINT

## Magazine

### Foods for New Moms

**A**s a new mom, one of the best things you can do for yourself and your baby is to eat a healthy diet.

Even though you may be in a hurry to lose those pregnancy pounds, regularly eating foods that boost energy for new moms will give you the stamina you need to be the best mom you can be. That's because eating nutrient-rich foods at regular intervals throughout the day can maximize the little energy you probably have as a new mom.

And for nursing moms, it's important to know that the quality of your breast milk stays pretty much the same no matter what you choose to eat. That's because if you aren't getting the needed nutrients from your diet, your body will provide them from your own stores. But for your own well-being, it's best to make sure you're obtaining the nutrients your baby needs by incorporating a variety of healthy breastfeeding foods in your nursing mom food plan.

If you make sure the following 12 foods for new moms are a regular part of your diet, your body -- and your baby -- will thank you.

#### 1. SALMON

There's no such thing as a perfect food. But salmon is pretty close when it comes to a nutritional powerhouse for new moms. One of the best breastfeeding foods out there, salmon, like other fatty fish, is loaded with a type of fat called DHA. DHA is crucial to the development of



your baby's nervous system. All breast milk contains DHA, but levels of this essential nutrient are higher in the milk of women who get more DHA from their diets.

The DHA in salmon may also help your mood. Studies suggest it may play a role in preventing postpartum depression.

One caution: FDA guidelines say breastfeeding women should limit consumption of fish lower in mercury to 12 ounces per week because of potential exposure to mercury. Salmon is considered to have a low mercury content when compared to other types of



fish, such as shark, swordfish, king mackerel, or tilefish.

## 2. LOW-FAT DAIRY PRODUCTS

Whether you prefer yogurt, milk, or cheese, dairy products are an important part of healthy breastfeeding. In addition to providing protein, B vitamins, and vitamin D, dairy products are one of the best sources of calcium. If you're breastfeeding, your milk is loaded with calcium to help your baby's bones develop, so it's important for you to eat enough calcium to meet your own needs. One way to do that is to include at least three cups of dairy each day as part of your diet.

## 3. LEAN BEEF

When you're looking for foods to boost your energy as a new mom, seek out iron-rich foods, like lean beef. A deficiency of iron can drain your energy levels, making it hard for you to keep up with the demands of a newborn baby.

Also, when you're nursing, you need to eat

extra protein and vitamin B-12. Lean beef is an excellent source for both of these nutrients.

## 4. LEGUMES

Beans, especially dark-colored ones like black beans and kidney beans, are a great breastfeeding food, especially for vegetarians. Not only are they rich in iron, they're a budget-friendly source of high quality, non-animal protein.

## 5. BLUEBERRIES

Breastfeeding moms should be sure to get two or more servings of fruit or juice each day. Antioxidant-rich blueberries are an excellent choice to help you meet your needs. These satisfying and yummy berries are filled with good-for-you vitamins and minerals and will give you a healthy dose of carbohydrates to keep your energy levels high.

## 6. BROWN RICE

If you're attempting to lose the baby weight, you might be tempted to drastically cut back on your carbohydrate consumption. But losing weight too quickly may cause you to produce less milk for the baby and leave you feeling lethargic and sluggish. It's better to incorporate healthy, whole-grain carbs like brown rice in your diet to keep your energy levels up. And foods like brown rice provide your body the calories it needs to produce the best quality milk



for your baby.

## 7. ORANGES

Portable and nutritious, oranges are a great food to boost energy for new moms.

Because nursing moms need even more vitamin C than pregnant women, oranges and other citrus fruits are an excellent breastfeeding food, too. Can't find time to sit down to a snack? Sip on some orange juice as you go about your day -- you'll get the vitamin C benefit and can even opt for calcium-fortified varieties to get even more benefit from your beverage.

## 8. EGGS

Egg yolk is one of the few natural sources of vitamin D -- an essential nutrient to keep your bones strong and help your baby's bones grow. Beyond that, eggs are a versatile way to meet your daily protein needs. Try scrambling up a couple of eggs for breakfast, tossing a hard-boiled egg or two on your lunchtime salad, or having an omelet and salad for dinner. As part of your diet, you might even opt for DHA-fortified eggs to increase the level of this essential fatty acid in your milk.

## 9. WHOLE-WHEAT BREAD

Folic acid is crucial to your baby's development in the early stages of pregnancy. But its importance doesn't end there. Folic acid is an important nutrient in your breast milk that your baby needs for good health. And it's crucial you eat enough for your own well-being, too. Enriched whole-grain breads and pastas are fortified with this vital nutrient. They also give you a healthy dose of fiber and iron.

## 10. LEAFY GREENS

The list of benefits you get from eating leafy green vegetables such as spinach, Swiss chard, and broccoli goes on and on. They're filled with vitamin A, which your baby needs to get from your breast milk. They're a non-dairy source of dietary calcium. They've got vitamin C and iron. On top of that, green veggies are filled with heart-healthy antioxidants, they're low calorie, and they're tasty to boot.

## 11. WHOLE-GRAIN CEREAL

After yet another sleepless night, one of the best foods to boost energy for new moms in the morning is a healthy breakfast of whole-grain cereal. Many cold cereals are available that are fortified with essential vitamins and nutrients to help you meet your daily needs. Or, whip up a healthy hot breakfast by stirring blueberries and skim milk into a delicious serving of oatmeal.

## 12. WATER

Dehydration is one of the biggest energy drains there is. And new moms who are breastfeeding are especially at risk. To keep your energy levels and milk production up, make sure you stay well hydrated. You can vary your options and meet some of your fluid requirements by drinking juice and milk, but be careful when it comes to caffeinated drinks like coffee or tea. Keep your intake to no more than 2-3 cups a day or switch to decaffeinated varieties. That's because caffeine enters your breast milk and can cause your baby to become irritable and sleep poorly. ||PJM||

Source: [www.webmd.com](http://www.webmd.com)



## SCIENTISTS UNCOVER GENETIC LINK FOR UTERINE FIBROIDS

**The tumors affect three-fourths of women of childbearing age.**

Researchers who discovered genetic risk factors linked to uterine fibroids in white women say their findings will lead to new screening and treatment methods for the condition.

Uterine fibroids are the most common type of pelvic tumor in women -- they occur in 75 percent of women of reproductive age -- and the leading cause of hysterectomy in the United States. Uterine fibroids can lead to abnormal vaginal bleeding, infertility, pelvic pain and pregnancy complications.

Researchers at Brigham and Women's Hospital in Boston analyzed genetic data from more than 7,000 white women and identified variations in three genes that are significantly associated with uterine fibroids.

One of these variations occurred in a gene called FASN, which encodes a protein called FAS (fatty acid synthase). Further investigation showed that FAS protein production was three times higher in uterine fibroid samples compared to normal tissue, according to the report published online Oct. 4 in the American Journal of Human Genetics. Overproduction of FAS protein occurs in various types of tumors and is believed to be important for tumor cell survival, the study authors pointed out in a hospital news release. ||PJM||

Source: [http://www.nichd.nih.gov/health/topics/uterine\\_fibroids.cfm](http://www.nichd.nih.gov/health/topics/uterine_fibroids.cfm)

## HELPING TO CREATE THE NEXT GENERATION OF CARIBBEAN PEOPLE



There is a marked decrease in women's fertility after the age of 35, and if you have been trying to conceive for more than 12 months with no success then you must seek medical advice.

The good news is that there is a JCI accredited centre of excellence for fertility treatment right here in the Caribbean, with a team of professionals who are dedicated to helping you realise your dream of having a family. With treatment costs for a full IVF cycle as low as \$5500 USD for Caricom nationals, you won't get better treatment even in the USA and certainly not for that cost.

Some women may need to consider the use of donor eggs in order to achieve a pregnancy, at Barbados Fertility Centre we have a dedicated IVF Donor/Recipient Nurse to match you with a suitable donor. We also run our own Afro-Caribbean Donor Egg Programme.

Please call today on **+1 246 435 7467** and speak to our IVF Nurse Coordinator in confidence.



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# PANACHE PORTFOLIO



**M**ichelle Morris is a Jamaican artist who as soon as she could hold a pencil found her love of the arts.

Even as a youngster in primary school she would draw free hand and would get several requests from her classmates to have their portraits done. She is a graduate of Mount Alvernia and the University of the West Indies.

Her transition from drawing to painting in 2005 came through the suggestion of a friend after seeing her talented work. Upon completion of her first painting, galleries were quick to encourage her to pursue this path further.

Michelle's inspiration comes from landscapes and she loves the tranquility of nature and frequently gets lost in it. According to Michelle, you could set her free in a forest and she'll be most at peace. However as she grows as an artist so does her influence and she has found a new love in doing nudes and figure study for males and females.

In terms of local support for the Arts here in Jamaica, she shares that the times are truly changing. In the beginning, even though

people knew of her talent the support for such pursuits was not as strong as it was field viewed full of 'starving artists'. In recent times, she has found that it is improving and the market is changing with more persons investing in art, warming up to it and the support from family and friends also continued to increase.

With these changing times though comes the need to also offer something cutting edge and unique. Michelle has in the past done her art mostly for pleasure, not so much competing at the National Visual Arts competition and also not so much for a business focus. However, this too is changing and she plans to jump into that water soon but for now she is loving it. ||PJM||

ARTIST  
**MICHELLE MORRIS**

# KEROMA BERNARD

green architect  
process engineer  
lecturer  
project manager  
entrepreneur

And he's just getting started...

## Designing for Sustainability & Your Senses

INTERVIEW BY TRICIA WILLIAMSON  
PHOTOGRAPHY BY TRICIA WILLIAMSON



**K**eroma Bernard, 26, is a Jamaican Designer and Architect with a passion for the green built environment and is a strong advocate for “designing for the senses”. He is currently a Process Development Officer at the Scientific Research Council Working in Wastewater Management; Lecturer of Facilities Management and Buildings Services Technology at (Utech) and also teaches Project Risk Analysis and Theory & Design of Structures along with Introduction to Project Management at VTDI in Jamaica and if that’s not a mouthful he plans to launch his own consulting firm.

Keroma’s passion for architecture and design has been described as “Truly infectious. He grips you with his stunning concepts, and blows you away with his 3D modeling abilities – a true innovator.” Those are the words of recommendation from colleague Matthew Macelli, Project Engineer, BMP Construction Consulting who studied with Keroma at Chongqing University in China... we’ll get to that too.

When you meet Mr. Bernard, you are likely to encounter is his trademark smile, contagious laugh and a personal style that manifests from his keen eye for quality. Beyond that, the most popular query is about his name – born Keroma Errol Bernard, if you took a trip to his hometown in Clarendon and asked around for “Keroma” you’d have a hard time finding him the man unless you knew him by his other aliases – “KeKe”, “Roma” or “Quioma”. So who is Keroma Bernard and why is he in our designer spotlight? Well, he brings a fresh contemporary perspective to the world of design given his experience and Panache Jamaica sat down with him in Kingston, Jamaica this past summer to learn more.

**Panache Jamaica Magazine (PJM):** Hi Keroma, let’s start by telling us about your family and where you are from?

**Keroma Bernard (KB):** I am from Clarendon though I was born in St. Catherine. My mother who raised me is from Clarendon and my father hails from Old Harbour, St. Catherine but he migrated overseas when I was about a year old. Plus, I also have two older sisters.

**PJM:** What was it like for you growing up in

Clarendon, Jamaica?

**KB:** It started out fun and I found country living to be very relaxing with nearby access to the river not too far from home. I grew up with close friends in a community where each person knew everyone and people would look out for each other, like in the old days.

**PJM:** So if I went to your community and asked for Keroma, they would know who I am looking for?

**KB:** Well they won’t know me by “Keroma:” , however they would know “KeKe” or “Quioma”. I ended up with my name as it is now because the nurse actually misspelt it on my birth certificate. It should have been “Kayhoma” [laughs].

In spite of the error I decided to keep it because it is different and I have grown to appreciate it. I recall in school my teachers used to put my name under the female column...they thought it was a bit ‘girlie’.

**PJM:** [Laughs] I’m sure you were not ‘girlie’.

**KB:** No, not at all, but as I grew up and it grew on me and I fell in love with the name.

**PJM:** So you mentioned school, what key experiences do you think have moulded you into the man you are today?

**KB:** I must confess, I did not start out all well. I am somewhat of a late bloomer. I failed Common Entrance Examinations twice!

**PJM:** You admit that so freely...

**KB:** [Laughs] Yes I do, because now I can look back at it and laugh but initially it was not that comforting. After failing Common Entrance twice, I then did the Technical Entrance Examination and ended up at a technical school - Vere Technical High School. And in my first year I did poorly placing 29th out of thirty-one and with that my Mom and I down and we had ‘the talk’.

In that talk, she simply wanted me to make a change in my life. Looking back my mother was always working hard she was her own entrepreneur -with her own little bar. She would travel to and from Kingston doing her domestic work which meant she came home every two weeks and that’s how she supported our family.

I did grow up in an extended family. So in that environment, your cousins can’t talk to you- because you don’t take being told what to do. It does stimulate early responsibilities.

**PJM:** Failed exams, near last place finishes; and a “don’t take talk” attitude totally clashes with the person you are now- you are totally different. So what happened to

make you decide to buckle down and get your act together?

**KB:** At the time I was very much into music and other things. So it was really that talk with my Mom that caused the change and she did not hit me or anything like that. She just warned about the pitfalls in life and outlined the dangers in Jamaica for men who fall off the path, which she didn’t want me to do. It’s that trap where, particularly for young men, we do not have a lot of good standard to look up to and can learn from. Initially that was the case with my father but thankfully in recent times that has changed now and he’s back in my life.

The question to me at the time was- Do I want to lead by example? Or do I want to fall in the trap? And the latter was what people would have expected based on how I started out, plus my family was not the wealthiest or the calmest in the area- and we were somewhat stereotyped. So from then on I brought more action than talk, I started to wise up, prioritize and figure out what is more important in life. And like she said, “If you want good your nose haffi run.”

**PJM:** What made you decide to pursue the career path you’ve found and why?

**KB:** Well I didn’t find it, it found me. It became so obvious in my first year high school report where I failed everything but one course. I had earned the lotto numbers of grades – the teens, the twenties, the thirties. [Smiles and laughs] However, in technical drawing I got 90%!

**PJM:** The sign!

**KB:** Yes, it was like a light bulb came on with technical drawing.

I am very visual and I like to express myself with drawing and I even wrote poems when I was young. So from that moment I decided I wanted to be an architect and never looked back. I pursued that path and decided to go into Engineering at high school. At Vere, students had the options of Business, Engineering and Home Economics; and in order for you to do Building Technology you must be in Engineering. And in order to get into Engineering your average had to be at a certain level- so that again was a motivation.

**PJM:** So did you get into Engineering?

**KB:** Yes...

**PJM:** [Smiles] Keroma, what was the true reason for getting into Engineering?

**KB:** [Laughs]

**PJM:** What were the added benefits?

**KB:** The added benefits, [laughs] well you

know, it was the girls. Girls like engineers and I figured that out from high school.

We [the Engineering group] were situated next door to the Home Economics class and it consisted of mostly girls. So for those guys who right throughout high school didn't have a girlfriend, once they got into Engineering; AUTOMATICALLY -No matter how shy you were, you had a girlfriend. It was just the image and the status that created this buzz! At lunch time, given that we were next door to the Home Economics class we would open the partition and we mingled with music, vibes and high school energy.

That was an additional benefit- I would not discount that.

**PJM: So from high school you graduate and move on ... then now comes University, talk about that?**

KB: As I mentioned earlier I wanted to become an architect and high school was very instrumental in setting you on the path and gearing you up for the next step. Arising from the career fairs at Vere I sent in applications and got accepted to MICO Teacher's College, Maritime Institute and also the University of Technology (UTECH).

Of course, I did my risk assessment analysis and took the decision to go with UTECH. I weighed UTECH's four years and resulting degree as opposed to doing three years elsewhere and leaving with a diploma. I initially had applied to UTECH for Architecture and was informed that due to me having a subject pending and how competitive it was I would not be able to get in. Thus I applied for Construction Technology in Education in the Faculty of Education and Liberal Studies (FELS)-a teaching faculty at UTECH.

In my mind at the time, FELS was to be the stepping stone before transferring to Architecture in the following year. However, I realized that I had developed a passion and love for teaching. I realized that teaching offered no other faculty could. Namely, it allowed you to be technical and very competent at your skill however it offered the softer side of professional development which allows you to function effectively in an organization, with people by means of effective communications, counseling and understanding a bit of psychology. These are all skills that are needed and are essential for you to function effectively- whether as a good manager, as a good employee or employer. A lot of people can do stuff and are the best at what they do but they can't explain it.

Teaching is an art and I did not regret



**Keroma Bernard**

pursuing that.

**PJM: But you had a mentor?**

KB: Yes! One of my lecturers- Dean Reid; he owns his own company and it was at my time in UTECH that he realized my potential in class and skills with Autocad. As I was paying my tuition for school by myself, I was also doing drawing to help towards that fund. He and I still keep in touch and I do work for him on occasion. The only difference now is that he has to pay me-no student rate again. [Laughs]

**PJM: [Laughs] Fair enough. Okay, tell us about your scholarships.**

KB: After the struggle I went through with my first degree I decided there was no way I can fund a Masters by myself. So I started looking for opportunities and that led me to the Ministry of Finance Scholarship Unit and I went there and pursued opportunities available. I became so well-known there that any new opportunities that arose they would email and let me know. Well the year before graduation while I was at UTECH, I applied and through for a scholarship to go to Russia. However, because I was in my final year my transcript was incomplete they offered me the Bachelor of Science instead of the Master of Science and I respectfully declined.

As luck would have it, a year later in 2009 I saw the scholarship to China Ad in the paper,

I am always reading the Sunday Gleaner, and saw that they needed three candidates. I thought to myself, "this is a tough one" but I also knew that I am blessed and to be honest with you I knew that once they called me for an interview- that was it!

So in the end I applied for the Chinese scholarship in 2009-and I did get the interview. But I decided to take a different approach. As I am very visual, I placed myself in their shoes and I thought it would be better for me to see something than to hear it. So I decided to build myself a portfolio with all my work and drawings, resume certificates and conferences that I have attended- all in a nice little package. From then on the Ambassador was sold and [Laughs] I left the interview with



**3D Renderings using Revit and 3D Max**



**3D Renderings using Revit and 3D Max**

an empty portfolio because they took all the drawings and sent them to China. A couple months later they called and told me that I was awarded the full scholarship!

**PJM: That's great! How did your Mom react to that?**

KB: She was... she was in awe. Thinking back to high school it was the same thing- at Vere Technical when I ended up becoming the Head Boy...

**PJM: What?! You never mentioned that before- I can't believe you hid that! You were Head Boy at Vere too!**

KB: [Laughs] Yes, I became Head Boy at Vere Technical for the Student Body and she was crying then...but she cried more for this one. [Smiles]

**PJM: Okay, now at that time you were 22 years old and heading to China. In our earlier talks you had mentioned working at Jamaica National (JN) after you had left UTECH. Tell us about that?**

KB: Yes, after I left UTECH I started working at JN as a Project Coordinator where I was in charge of branch renovation and also did spatial planning along with cost estimation, contract reviews among other things. So before I got this scholarship to China, I had only worked there for a year. And I looked at that scenario again and of course I did my risk assessment again.

**PJM: There's that risk assessment again, one day you are going to have to tell us more about that.**

KB: [Laughs] Yeah man, I will. But I looked at my options- I contemplated resignation, study leave with pay and study leave without pay. In the end I went with a no-pay study so as to ensure that when I got back from China in two years or in the event that I came home in the summer I could get work and not be too idle. As it turns out after my first year in China and I did come home to Jamaica to do my research I was able to do that.

**PJM: So how was the experience in China?**

KB: At first, I had got through to do Architecture and Urban Planning, however when I got to China, I realized that given a lot of the things that I already knew how to do in Architecture and with this the focus on eco-friendly design in China going so far as a profession dedicated for that field- Environmental Engineering. I took the decision to switch from Architecture to Urban Construction and Environmental Engineering. It's somewhat similar but more skewed towards the building analysis and

building information model and gave a better perspective.

Fortunately also even with the switch I was able to still go to the Design Architecture studio – once you are a graduate student you can just go and do courses all over. So I took advantage of that opportunity even publishing a paper from once the Architecture studio classes.

**PJM: What was that paper on?**

KB: It was on Sustainable Urban Development and I examined a case in Chongqing, China and I named it "Eco-Town". It was a steel factory building where we did a SWOT analysis of the site and came up with some ideas as to how to make it more sustainable. So we had a town created with mixed architectural zoning- there was housing, shopping, waterfront and more in a context of eco concepts.

**PJM: Jamaica and China are countries of different cultures, location, population, geography- all of that. What was that transition like and would you encourage someone to pursue that experience in studying abroad or even working abroad?**

KB: I strongly agree with persons pursuing and taking advantage when they can. For me personally, it was more of an opportunity not a challenge. When you look at the world stage and China as an BRIC and how they do things you find that they are very business-like in nature. They are very efficient and very productive and in contrast to Jamaican culture where we are much laid back. And if we could fuse elements of both cultures it could help us in terms of being more proactive.

The Chinese are also very big on long term planning and with a population like that they have to be. The population is 1.3 billion so you have to ask yourself how do you control your urban centres without it becoming chaotic. How do you control your traffic? Logically, how do you control the flow of people? How do you control your built environment?

So instead of building out, they built up. The land mass in China is as big as the United States but in contrast only half of it is usable. Most of it is mountainous and cannot be used and this requires the creation of creative solutions for it to be productive and efficient. Thus they have built up and maximize on the comfort of the people because you cannot sacrifice people's comfort – so they went up. It's also similar in New York, you have your apartments upstairs and down on the ground

floors you have your shopping centres, pharmacies so everything is right down below at ground level. This allows you to not use a lot of energy, in terms of travelling you can ride or walk to your destination.

**PJM: So coming back to us here now, what do you see then for Jamaica in terms of key areas? Can Kingston build up like they have in China?**

KB: We can. However, you do not want to concentrate all your services in one urban area. So we should strive to spread out the services. In looking at China, the same model approach can be here in Jamaica but customized to suit our needs. We can strike that balance to be very efficient while taking pressure off our urban infrastructure and services.

**PJM: If you could select any land in Jamaica- where would you select and describe your dream green home?**

KB: Any land a Jamaica? To be honest Kingston would be the ideal place for me...

Though, I would have a vacation home in Clarendon close to the river. However, I would want to create a green model home in Kingston. Primarily, Kingston as a concrete hub is hot, an urban centre and there are not a lot of trees. So you find that in Kingston because of the urban heat it is hotter than other areas such as rural Jamaica. For example, driving through Bog Walk or heading to the North Coast of Jamaica you find that it is a lot cooler because you have a lot of trees absorbing all the direct sunlight. But in Kingston I am sure I can build a house, a green home that is energy efficient, off the electricity grid and to build this house I would examine three components. A lot of people when they talk about green they think about wind, they think about solar but its more than that.

First you must examine your building envelope which is your roof your walls and your floors and includes your windows and doors too. Secondly, you must examine your systems that you'll use whether it be waste, electrical system, HVAC etc. Thirdly you have to examine your occupants and this is where a lot of people neglect.

You cannot sacrifice occupancy comfort in the sake for energy efficiency. So in building a green home you have to look at those three parameters and I will go into each one.

When you talk about your building envelope, you have to look at the type of material you use and you look at how it is produced/ the

embodied energy such as cement. Making cement involves a lot of energy intensive processes that when you look at the green house emissions created from the process is a lot. In comparison to wood, this is less tedious.

**PJM: You're going to tell a Jamaican that you're going to build his/her house from wood? [Smiles] That will be interesting....go on**

KB: Yes I would use wood, but not just wood alone. It would be a mixture of stone as well as concrete.

**PJM: Sounds like my favourite escape- The RockHouse Hotel in Negril.**

KB: [Laughs] Well this is my rock and my house. But this ideal green home is a mixture of wood and stone and ideal for the tropical climate. Based on our climatic characteristics, wood is ideal to maximize on your natural ventilation, to maximize on lighting. I know there is concern as it relates to hurricanes but there is too much technology and a lot of stuff that you can use.

**PJM: Devon house has been around for centuries...**

KB: Exactly and it's still strong- yes there is maintenance but it is just the fear and mindset that if its not concrete it's not good.

**PJM: Yes, that's the angle of the marketing pitch we see drummed into our psyche- if its not cement it not good (Think Hurricane Gilbert)**

KB: So what you find happening is that Portmore is a prime example. With all that concrete and if you understand the laws of Physics, building materials, thermodynamics- it absorbs a lot of heat and it has a delay time. So heat is absorbed during the day and in the night it pushes it out. Plus with the trademark low roofs (and rooms without windows) it is very hot inside. Plus the community does not have a lot of green space around the house that could draw some of this heat away. And its not just Portmore, a lot of houses in Jamaica were not built with that concept.

So as mentioned, you look at the type of material you use for your building envelope. For example people use sliding windows and yes it looks very good but how efficient is it? Look at your regular jalousie window or louver windows- these are far more effective than a sliding window both for ventilation and human comfort. So even though the sliding window looks good it only allows for 50% ventilation. Plus when mosquito mesh is placed on your window that also reduces the air intake. So your thinking now has to shift

– considering keenly your window selection and type of door.

The material again as it relates to air quality. Green building is not just about energy it promotes health for longer life. So you don't want your material to be carcinogenic and you have some paints that are cancerous.

**PJM: Well, I want you to also touch on Jamaica's Building Code a bit but continue...**

KB: Yes, [laughs] I'll touch on it. Now having looked at the envelope you have to look at your building system. First thing, you have to set a target and you can't start off by saying you want to be energy efficient and start putting in solar panels. You need to do an assessment- an energy audit. That helps you know what you are using and based on that you design a system around that.

**PJM: Give an example, of a system for the home that we are talking about.**

KB: For instance, you can look at a wastewater treatment system which is what we do at the Scientific Research Council (SRC) with our biodigester. Where in simple terms, you put the wastewater through a process and after it goes through the process it is output to a standard where it can be released back into the environment without it being a hazard. You can reuse that for irrigation and if you want you can reuse that for the flushing of toilets because in truth you really don't need potable water to flush a toilet. These are measures we have to take in terms of sustainability.

**PJM: Lastly, the occupants...**

KB: The occupants are very important. There is what we call thermal comfort and that again is subjective. I regularly tell my students you need to design for your senses. I am not bashing any architects here but they do place a lot of emphasis on aesthetics which is just the visual. It is very important yes, but how good is it to have a building that is so appealing but when you go inside it's uncomfortable. I mean that's just blah.

Green building design requires a holistic approach- how it feels thermally? Is it ventilated properly? Has the natural lighting been maximized as opposed to the artificial lighting? These measures again will reduce the amount of energy that you need to produce from the system that will go in. In terms of sound quality, where do you place your bedroom- do you want it at the front or to the back? Have you taken into consideration your sun path for future alternative energy technologies? Where you

place your windows for air flow and the size of the windows are important elements too. Again comfort is subjective but we have what we call a comfort zone. You cannot please everyone but you should strive to achieve 90% of your occupants being comfortable. Each time a client comes to me – I am very clear; firstly I am designing to meet your needs. I am designing a space for you. I am not the one who will be living in it. So my job is to get you as comfortable as possible and the client's input is paramount and decisions taken going forward must bear that in mind.

**PJM: Great! Share a little bit your views on the building code for Jamaica?**

KB: Jamaica in terms of building codes is in my personal opinion very outdated. The building code is the minimum...the minimum standard. For example, energy standard is very important.

**PJM: Well, we are now bringing in the ISO 50001 standards in regards to energy management. There was a workshop held recently.**

KB: Well even with that coming on board we need to ensure we have experts in the field. I can give an example of the need for experts and people who understand the field. While I was doing my thesis, there was some policy that I reviewed for a country that shall remain nameless. In my research I was exploring the built environment section of the plan for that country and surprisingly it was only a paragraph.

**PJM: A paragraph- for a nameless country with millions of people?**

KB: One paragraph for a country that is very energy intensive- funny thing was I had done so much research I somehow found the exact same paragraph in its original source document from Europe. At the end of the day, it lacked thought in terms of coming up with something customized for that country and really drive the industry.

**PJM: So let's examine Jamaica for a moment, what do you think of where we are now?**

KB: In terms Jamaica, as a country we are unique in terms of climate and other factors. Thus because of our uniqueness, we have to do a lot of research- especially in the Built Environment. In comparison to other fields such as Information Technology, the Built Environment is in need of more research. In Jamaica it is somewhat static, it lacks a lot of innovation that could be taking place.

So when Jamaica does come to explore its

own Built Environment, you have to take into consideration the climatology and get the engineers and architects involved. You cannot find the solutions sitting in your office; you have to go out in the field with that practical component. You have to have the theoretical component and combine that with solid research.

**PJM: Okay, so when it comes to projects how do you handle the issue of money and budget with your clients?**

KB: Well, how I grew up and I think this is one reason why people have told me that I am a good project manager is because of how I work with money. We as Jamaicans tend to just look at the initial cost. For example, having renewable energy installed is very capital intensive initially. You do have lesser more effective ways to be more energy efficient. Planting a tree for example is far more effective, depending on your location, than say putting in a solar panel. What I mean by that is ...

**PJM: Well you need to explain that in case Roger Chang, President of the Jamaica Solar Energy Association picks this up.**

KB: [Laughs] Let's say for example you are using air conditioning in your building system and you have this big space with large glass windows but you have no shading device on the windows. Once the sunlight hits it, you have that infrared radiation penetrating the space, so the AC also has to work to dissipate the heat from the area. Even with tinting or blinds it is not as effective as if you block it from outside. By planting for example a few trees on that south side that will block the direct sunlight from penetrating the space these trees will also give you an evaporative cooling effect as a result of the photosynthesis process.

Top that off with a simple water body of a fish pond right there at the ground- you will have more evaporative cooling taking place and that will absorb up to 40% of the direct heat from the sun. And its small trees that will grow over time- but this is a long term thinking. You do not even have to put in a fish pond you can use grass (however it absorbs at 10%) but water is more effective.

There are ways to save energy, do not start out with the heavy capital investment in solar or wind. You have to look at your occupants, building envelope and system first.

**PJM: Any advice for young designers who are trying to start?**

KB: Start by creating a portfolio with some of



your work. Research is also very important, and read a lot. I always advise my students that you need to read and keep abreast of what's happening in the industry- there are magazines, websites, even HGTV [Laughs]. And remember to design for the senses.

Always be open to inspiration. I get inspired from all over, from fashion [Smiles], the scenery and more.

**PJM: How would you describe your design style? Contemporary, modern, fresh...**

KB: Ah, I would say its Contemporary....TUN UP! [Laughs]

**PJM: [Laughs] I love that, that's very good!**

KB: My design is very simple with a lot of thought into the functionality. When I design a space I want it to be very comfortable and take into consideration all aspect from air quality to thermal to aesthetics and of course the senses.

**PJM: So you work as a Process Development Officer; you lecture at UTECH and VTDI; you are an architect and designer and you are an entrepreneur. Therefore, as a man in your position or rather all these positions, have you found it difficult to have a social life?**

KB: [Laughs] It is difficult to have a social life. How do I put this now? I am really passionate about what I do and for me to enjoy myself is very simple. I spend a lot of time with friends and we lyme. Sometimes we go out and party and other times we just do like the VMBS Ad "One Less..." and we just come by my place and chill. Sometimes we go to country, we buy food...it's a different level of relaxation.

**PJM: In five years professionally, what are your goals and where do you see yourself?**

KB: Professionally, I am planning to own my own company. I still want to be in the classroom and it keeps me excited and I like being challenged. I want to do so many things in five years including pursuing my PhD.

**PJM: What are a few things on your personal bucket list?**

KB: Married with kids; probably about three. [Laughs]

**PJM: Anything else you want people to know?**

KB: I am very spiritual, I do believe and put God first in everything I do. ||PJM||



# WHAT DOES ECO-FRIENDLY MEAN TO THE HOUSE OF MARLEY?

BY HOUSEOFMARLEY.COM

At House of Marley, we aim to create highly stylized headphones with impeccable sound, and great fashion appeal, but the underlying focus has always been on creating a product that is sustainable and eco-friendly. But just what does eco-friendly mean? Created with both the safety of the planet and the consumer in mind, the House of Marley is excited about creating new green products.

Our idea to create headphones that answered the question, "What does eco-friendly mean?" goes back to incorporating the philosophies of our namesake, Bob Marley. The legendary artist was a consummate advocate for Mother Nature, who wrote songs extolling her many virtues as well as protest lyrics aimed at her detractors. With this in mind, the House of Marley looked to cut down on waste by using recycled material to create our products. While some products stamp their product as being "green" without considering what it really means, our brand uses everything from recycled hemp, cotton, plastic water bottles, metal and FSC Certified wood to create our unique products.

By using this recycled material, the House of Marley cuts down on the energy it takes to produce our eco-friendly headphones, eco-friendly bags, and portable audio systems. Instead of creating new pieces from scratch, we focus on using plastic bottles and metal refuse to turn out a new shiny product that hardly seemed possible given the prior state of the materials used. In addition, by using hemp to create fabric, the House

of Marley is capable of yielding more fiber than with traditional cotton, and there are no pesticides used to control the crop.

When considering the question "What does eco-friendly mean?" many consumers previously assumed these items were only meant to serve for function and not for fashion. Yet, with the creation of new textiles like REWIND, the material used to create the House of Marley's eco-friendly bags, there are a new breed of eco-friendly products that have changed the outlook of many on the versatility of green technology. Taking into account the looks of a product, its functionality and its reusability factor, the House of Marley is focused on well-designed products that can help, not hurt, the Earth.

In his song "Small Axe," Bob Marley compares himself to as a hand axe that is used to cut down those that rule in a tyrannical fashion, metaphorically referring to them as "the big tree." Using this comparison, Marley shows that those who band together to take down a big problem can truly triumph in the end. The House of Marley is committed to working to end the problems that plague Mother Nature's eco-system. The first step is asking yourself "What does eco-friendly mean to me and how can I make a difference?" ||PJM||



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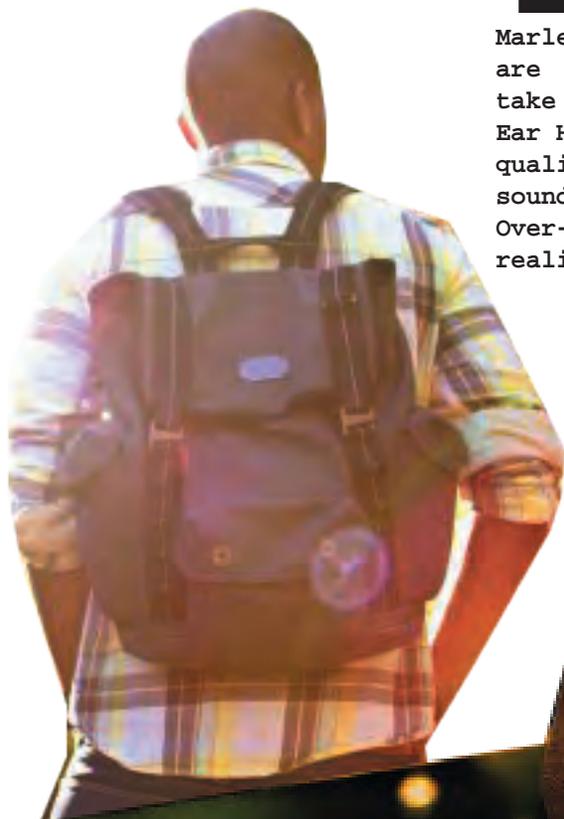


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# Sandra Kennedy

## Who is the behind SK Collections?

The Mother and Daughter Team of Yvonne Hayles and Sandra Kennedy are the duo behind SK Collections.

**Yvonne Hayles**, had spent fifty (50) years in the 'rag trade' in England and now retired, lives in Montego Bay Jamaica. Whilst in the UK she owned and operated a very high end garment factory servicing top designers such as Arabella Pollen, Jasper Conran (OBE – Officer of the Order of the British Empire), Nicole Farhi (CBE – Commander

of the British Empire). Ms. Hayles built a strong reputation for detail, punctuality and quality. She was contracted to reproduce lines for many of the major shows and then to produce their orders for timely seasonal delivery. Additionally, she produced for retail in major stores such as Harrods and Harvey Nichols to mention just a few. The quality of Yvonne's workmanship and attention to detailed production ensured her repeat business from these top designers with others clamouring to engage her services.

**Sandra Kennedy** is one of Jamaica's leading

designers, best known for her "Chad" brand. The "Chad" sportswear line of clothing was to be found in over sixty (60) resort shops across Jamaica, from Port Antonio to Negril and all major department stores: Lees Fifth Avenue, Ammars, Springdales and Lloyds of Montego Bay to name a few. Chad's clientele stretched across the Caribbean Islands with distribution outlets in Barbados, St. Lucia and the Cayman Islands. Chad was discontinued with Ms. Kennedy's relocation and change of direction. This dynamic team is preparing to launch an exciting new concept unto the Jamaican fashion

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scene: The SK Collections. A Design and production house: that will nurture talented young designers, train in techniques and quality production and add significantly to the Jamaican fashion landscape.

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### **Why Buy SK?**

SK Collections is a high fashion line of clothing, easy to wear, affordable and available. International designers look readily available in Jamaica. Sandra, expresses it this way, "these styles are a must in your wardrobe: we are producing versatile garments, which can be worn from morning through to the evening...all one has to do is to change the look with an accessory and shoe. Our clothing is designed to suit and fit any body type and size". ||PJM||

**R**eggae singer Sekhu is working on the final recordings of his sophomore album which is scheduled to be released in early 2013. The culture artiste from St Croix in the US Virgin Islands is excited and ready to release his new music, a mix of Jamaican roots reggae, world music and some added USVI flavor.

Sekhu has dedicated his life to music and wants to produce lasting, timeless songs that speak of righteousness, positivity and consciousness. He sees himself as a mouthpiece for his community, whose members in return inspire him on a daily basis and are part of his musical journey. He found reggae as the genre that speaks to his soul and mind and best express his ideas, emotions and concerns. Reggae has a universal appeal and the songs speak to people around the globe. Lyrics of upliftment, love and injustices ring true to people of all cultures and the beat of reggae resembles the heartbeat of the people of the Caribbean.

The young artiste released his debut album "Do Your Best" in 2011 and has received many positive reviews by the music media, reggae industry and fans alike. His new album, with a yet to be revealed title, reflects Sekhu's journey as a man and an artiste. He has matured and gathered new experiences with family and friends and by performing across the Caribbean. His style of music has developed and, as the artiste says, he has a lot more to give.

Talking about his new album the artiste shares, "Music keeps us strong on the journey of life. This new album is about community togetherness and endurance on that journey."

The journey of life has ups and downs and Sekhu's music reflects on both, including songs about everyday life, love, good times and bad times, politics and culture. The vibes and melodies of the Caribbean mixed with strong lyrical content make Sekhu's music so strong. He wants listeners to pay attention, be inspired, think, dance and enjoy.

For his new album Sekhu has decided to work with musicians and producers from the US Virgin Islands but there are some surprise collaborations with international artistes in store. Live instrumentation is a main feature of the album as well. Acoustic and bass guitars and drums achieve that authentic reggae sound that is so captivating.

Once the album hits stores and online distributors Sekhu is planning to dedicate time to tours and travels and hopes to widen his fan base. The artiste wants to gain new fans and treat audiences to live performances they can enjoy to the fullest. Sekhu has yet to perform in Europe, Asia, Latin America and the US and he is working towards reaching the stages across the world. Sekhu is especially ready to perform in Africa, as he explains "I know it would be a great journey to travel the African continent. It would be an overwhelming joy."

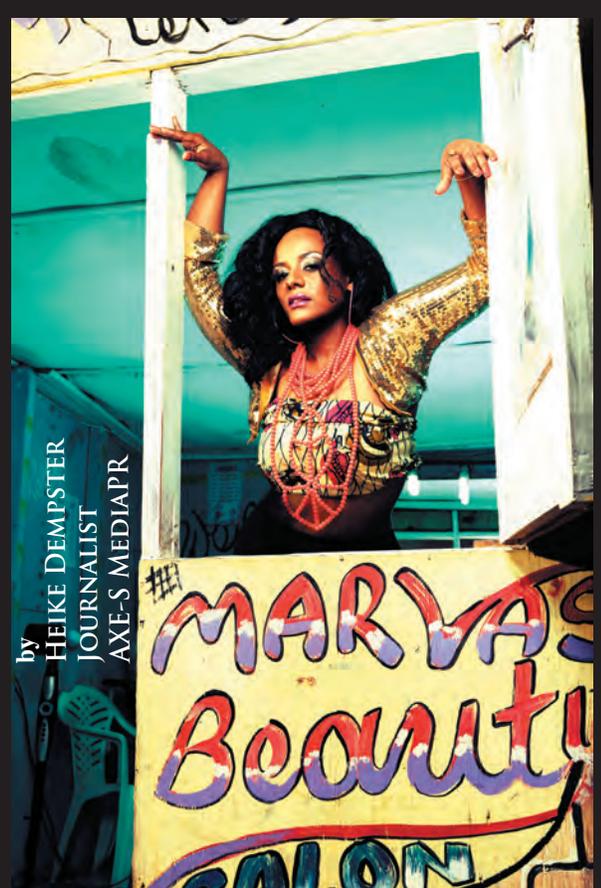
Jamaica of course is the no 1 destination. Sekhu wants to visit Jamaica, home and cradle of the music he loves, for the first time very soon. He says he would like to record in Jamaica, meet and reason with artistes and producers and

perform his songs of upliftment to spread positive messages and love to the people of Jamaica.

For more Sekhu link the artiste on Facebook or follow him on Twitter @ Sekhu\_reggae or check out his music on Soundcloud. ||PJM||



# Sekhu



**S**heba Sahlemariam is a true citizen and artiste of the world. Born in Ethiopia, she currently resides in New York and has lived in many countries such as Jamaica, Guyana, Canada and Germany.

The artiste's latest project is a song and video entitled "Technicolor" and she is getting ready to release the album, "Queen of Heart," which is a pop record with a strong cultural edge and global references.

Sheba shares the personal details, "I wrote this song out of nowhere called 'Queen of Hearts' and it was a moment where I felt like a line was being drawn in the sand. My personality and persona has always been loud and well defined as Sheba, but if you strip everything away, all the culture, all the pizzazz and all the bells and whistles, I am really a woman who lets her heart lead her no matter what, even if it gets broken. A Queen of Hearts."

The music of Sheba is relatable as she speaks of heart, love, courage and passion. She wants her audience to focus on the essence of her music and make a connection with her values and herself. Sheba has worked tirelessly on her career and music. She has recorded two albums worth of material to be released over the course of the next year and her film studies have prepared her to self-direct her videos, giving her the creative freedom to fulfill her visions.

"Technicolor" is a very personal song the artiste wrote when she felt burnt out and then found a renewed love for life. "Technicolor was inspired by all the people that touched me at that time, that were there for me and reminded me that a full life is about relationships and loved ones. Love is all we really need."

Check out the video for "Technicolor" on the www.whoisthequeenofhearts.com ||PJM||



South African vocalist Lira is already a beloved superstar in her homeland, where her first five albums have all achieved multi-platinum status. Raised in the Daveyton township of Johannesburg's East Rand section, Lira's early life was shaped by the harsh realities of South Africa's apartheid system. Despite that, her drive to create was strong enough to transcend her social circumstances.

Widely regarded as South Africa's top adult contemporary artist, Lira has racked up an impressive series of achievements since launching her musical career nearly a decade ago - gracefully following in the footsteps of icons Miriam Makeba and Letta Mbulu. She has brazenly carved out her own musical niche with Afro-Soul - an urbane, sophisticated genre described as "a fusion of soul music, elements of jazz, funk, and African languages." Her flawless dossier boasts a multitude of accolades from the South African Music Awards,, MTV Africa Awards, MOJO Awards, BET Awards, Channel O Awards and Glamour Magazine's "Woman of the Year," all of which have left an indelible impression on Africa-at-large.

In 2012 Lira's projects included a new album for American audiences - Rise Again, a cinematic debut as the support lead in the Antonio Falduto directed drama, The Italian Consul, a second live in concert DVD "Lira: The Captured Tour" and the theme music for Oprah Winfrey's documentary surrounding her Leadership Academy for Girls School in South Africa.

As part of a new cadre of African artists making waves stateside such as K'Naan, Nneka and D'Banj, Sony Africa superstar Lira sees herself as an ambassador of the new Africa: a land where, despite a recent history filled with obstacles, a future brimming with infinite possibilities lies. Now, after a decade of triumphant transcendence, prestigious accolades, and record-breaking milestones in her homeland, Lira is poised to take the international world by storm | PJM |





## LADY SAW HONOURED FOR 30 STELLAR YEARS IN THE INDUSTRY

**F**emale dancehall deejay Marion ‘Lady Saw’ Hall was crowned Queen of the Dancehall on Dancehall Night at the 20th staging of Reggae Sumfest, held at the Catherine Hall Entertainment complex in Montego Bay.

It was a sweet moment for the deejay who years before was banned from the same stage. As she put it “I’ve had my bad days and I’ve had my good days, but what’s due to Caesar must go to him!”

In accepting her crown Lady Saw had words of respect for those who set the pace before her. “Big up all the females, sometimes we quarrel but we affi give them their dues,” she said hailing up fellow deejays such as Sister Nancy, Junie Ranks, Macka Diamond, Junie Starr and hailing Tanya Stephens as “one of the baddest ting!”

Earlier before she was crowned Lady Saw gave a killer performance started off with ‘tickets’ for some of the artistes.

This drove the crowd wild especially when she issued I-Otane’s ‘ticket’ “I-Octane hope Amber baby get yuh last name!”

She even had one for beau John John which had many whispering if she could be revealing something, as she chanted about his having a girl pregnant and speculating if it’s too soon to tell then mischievously patting her own tummy!

It was vintage Lady Saw after that. While she was daringly suggestive, she didn’t push the handle even after fans shouted “We’ve got your back!”

Her performance will go down as one of the best for Dancehall Night 2012. |PJM|

# REGGAE SUMFEST

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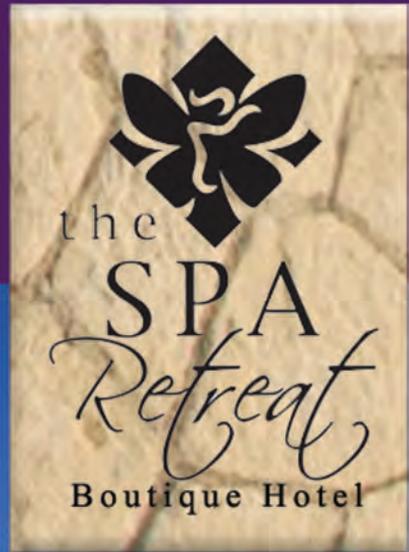


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