

Sipping on local craftsmanship with the Trenery Guild x Imiso collaboration

 By Leigh Andrews

28 Oct 2019

On 21 October, the smell of freshly brewed coffee wafted through the Cavendish Square branch of Trenery, with the sound of laughter and clinking flutes of bubbly amplifying the 'celebration atmosphere', as the store launched their collaboration with Imiso Ceramic Studio's internationally renowned artist and cofounder Zizipho Poswa, with a curated coffee and clay-inspired immersive experience.



Imiso Ceramic Studio's internationally renowned artist and cofounder Zizipho Poswa.

Elouise Brink, local group marketing manager of Country Road, welcomed attendees to the sensory event and said this was an exclusive preview of sorts as the Trenery Guild x Imiso espresso cup range had just dropped over the weekend, and would be limited to the Cavendish Square branch of Trenery.

She explained Trenery Guild as a local platform launched in February 2018 to celebrate Trenery's core brand value of sustainability in partnering and collaborating with leading local design talent in South Africa that follow a like-minded process to Trenery.

This stems all the way from sourcing sustainable raw materials to the actual craft and beautiful quality end-product through a commissioned artwork and unique in store activation.



Trenery Guild campaign celebrates creative craftsmanship

28 Feb 2018



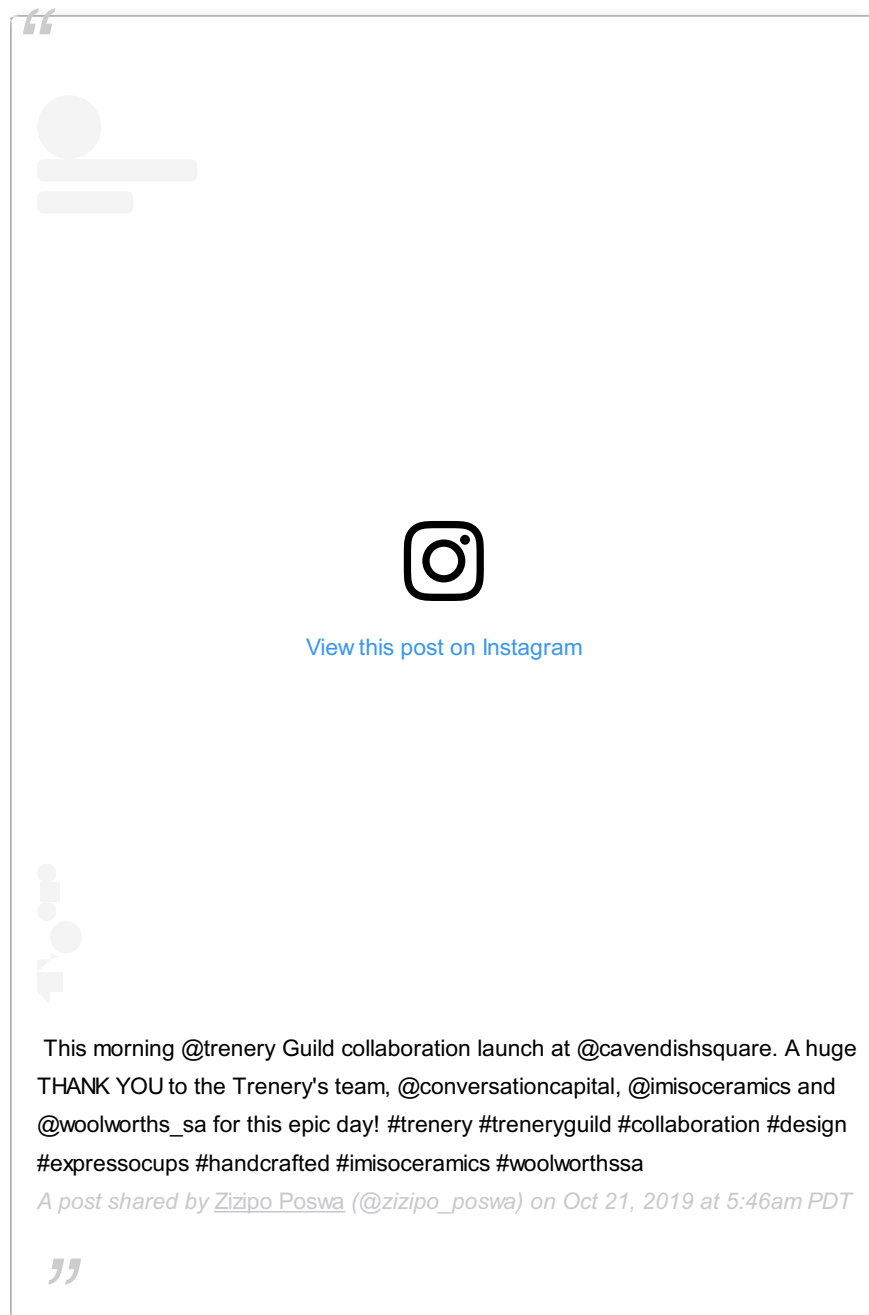
These activations include exhibitions, sensory journeys and in-depth talks, which sit alongside the release of a limited edition gift with purchase; available for qualifying Trenery customers at stand-alone stores nationwide.

Brink added that the collaboration with Imiso – Trenery Guild's 11th such collaboration – was especially exciting as kiln

work is unpredictable, so “It’s almost like you close your eyes and hope what comes out is going to be amazing, as you can’t really control that.” Luckily the end result is quite stunning, and Poswa and her team brought to life the Trenery Guild craftsmanship value.

Handpinched, functional, decorative pieces

Poswa said the warm welcome on the morning made her feel like a real superstar, and in speaking through her personal design process and inspirations, she shared that it took her and her production team two months to complete the 450 hand-pinched items in the collection – the collection wouldn’t be possible without them.



match made in heaven, as I come from a textile design background and could already see numerous design ideas that I couldn't wait to get started on.”

This forward-thinking approach comes as no surprise, as 'Imiso' means 'tomorrow' in isiXhosa.

Poswa says she drew inspiration for the espresso cups from the invigoratingly lush greens and summery taupe tones used from the Trenery October collection, which she also wore on the day, and said the cups aren’t just functional as they can also serve as decorative pieces.

“



[View this post on Instagram](#)



Shop the collection @trenery @woolworths_sa Launched today
@cavendishsquare Thank you to everyone one who made to the launch this morning. We are super excited to be the 11th Collaborator with Trenery Guild, limited edition espresso cups in stores now. We would like to also thank @conversationcapital for all your hard work and to everyone who made this event happen, we say Camagu #trenery #treneryguild #ceramicsart #bespoke #gifting #launchday #collaboration #collectables #treneryxguild #HANDPINCHED

A post shared by [Imiso Ceramics](#) (@imisoceramics) on Oct 21, 2019 at 6:21am PDT

”

signing the hand painted motifs and patterns and custom glazing of the cups, were described on the table for attendees to linger over, with Poswa explaining that she enjoyed each and every stage of the process and her hope that everyone who took home the designs would enjoys them as much as she does.

This was complemented by a once-in-a-lifetime coffee tasting by Matt Carter, coffee sustainability manager at TriBeCa Coffee Roasting company, which supplies coffee to Woolworths' W Cafes and food stores.

Carter served as barista for the morning by providing a Chemex coffee-brewing demonstration and education.

Carter joked that he has the 'worst job in the world', as he travels to beautiful places, meets amazing people and buys their coffee.

Carter spoke of the support TriBeCa has given to female coffee farmers like Anna, whose farm in the Usambara Mountains provides for her family and her community and produced the single-origin Kilimanjaro coffee we tasted on the morning – the last they still have in stock from their project celebrating women in coffee, though they continue to buy coffee from Anna, which goes into the co-operative.

“ It's a deep, earthy Arabica with hints of sweet cherries, green apples and English toffee that's now in limited supply. ”

Carter shared that visiting Anna's farm means a seven-hour flight followed by a four-hour drive up steep hills that leave Carter and his team thankful for a safe trip each time they arrive.

Help a farmer, sustain a community

They asked how they can make her life better and improve her coffee production process, and so arranged to build a dairy for her – no mean feat as there was no electricity in the area, so everything from digging holes to carrying poles and rocks all the way up the steep mountain was done by hand.

With the dairy built, Anna was gifted with two milk-producing cows – she provides the milk to a local cheese-maker, and signed a memorandum of understanding to in turn gift one of the cows' calves to a neighbour who helped with the dairy project.

It's a beautiful story that ties in with the celebration of sustainability and celebrating women in business.

We savoured the story and the coffee made in a fittingly beautiful way, in the 78-year-old Chemex brewing device, which was made popular by TV series *Friends* and is truly part of pop-culture as Carter shared that it even features at the Museum of Modern Art (MoMA).

“



[View this post on Instagram](#)



Celebrating the latest Trenerly Guild collaboration with internationally renowned ceramicist Zizipho Poswa. . #trenery #ceramics #trenery #treneryxguild #bespoke #espressocups #ceramiccrafts #collaboration #imisoceramics #design #woolworthssa #woolworths_sa #woolworths #treneryguild #designtimes #handpinched #art #ceramicart #ceramicartist

A post shared by @designtimes_mag on Oct 21, 2019 at 7:06am PDT

”

urcing process, with Johnny Hamman of catering partner Slippery Spoon said that the morning's treats, specially created by Slippery Spoon, were designed as a further experience as they took the 'coffee and clay' inspiration to heart.

These ranged from a smoked *affogato* dessert to *roosterkoek* croissants filled with whipped coffee butter, homemade granola squares, and the most delicious umami vegan miso beetroot waffles.

Jane Grimme, head of design at Trenerly, commented on the partnership: "We are incredibly lucky to partner with Zizipho, who is so passionate about creating elevated designs that are not only handcrafted but carefully conceptualised."

“





[View this post on Instagram](#)



This morning @trenery Guild collaboration launch at @cavendishsquare. A huge THANK YOU to the Trenery's team, @conversationcapital and @imisoceramics for this epic day! #trenery #treneryguild #collaboration #design #expressocups #handcrafted #imisoceramics #woolworthssa

A post shared by [Zizipo Poswa](#) (@zizipo_poswa) on Oct 21, 2019 at 5:18am PDT



beautifully designed box to limited edition

qualifying purchases of over R1,500 in store.

Visit Imiso's curated boutique store in The Old Biscuit Mill in Woodstock or visit the [Imiso website](#) as well as their [Facebook](#), [Twitter](#) and [Instagram](#) feeds for more of these distinctive clay art designs.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

- #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020
- #D2020: Ignite your inner activist - representation through illustration - 27 Feb 2020
- #D2020: How Sho Madjozi brought traditional Tsonga *xibelani* into 2020 - 27 Feb 2020
- #D2020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020
- #BehindtheSelfie with... Qingile 'WingWing' Mdlulwa, COO at The Whole Idea - 26 Feb 2020

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>