

# Fashion designer pledges support for The Unlimited Child

Catherine Deane, an international fashion designer has signed up as an ambassador for The Unlimited Child, a non-profit organisation and will be raising awareness and funds for the organisation. The Unlimited Child is a South African early childhood development initiative.

Growing up in South Africa, Deane gained international recognition and dresses celebrities such as Beyonce, Selena Gomez, Fergie and Pippa Middleton. She has first-hand experience of the challenges facing children in developing countries and has committed to donating R480 of every dress she sells to The Unlimited Child. Commencing with her 2012 Autumn Winter collection, each donation can potentially change the life of a South African child forever.

Deane started her first fashion design business in South Africa 12 years ago. After taking the continent by storm, she moved her business to London in 2005 and currently commutes between her British and New York offices.

## Education creates a solid foundation

"South Africa is a country close to my heart. When first starting my business in South Africa, I personally encountered how a lack of early childhood development could affect adults later in terms of dexterity and motor skills. My locally employed seamstresses sometimes found tasks such as cutting fabric very challenging and this can be traced back to not getting proper stimulation and education at a young age to develop these essential skills. I hope to effect positive change through education, especially in the lives of children. Working with The Unlimited Child is giving me the opportunity to be part of the solution," said Deane.

Deane has been closely involved with The Unlimited Child and wholeheartedly supports the ethos of the organisation. "The Unlimited Child provides educational toys and practical training for caregivers at crèches. Access to education and stimulation create a solid foundation from which children can reach their true potential. I believe we all deserve this chance and hope that my contribution will truly change the lives of many South African kids."

The Unlimited Child has already successfully reached over 250 crèches caring for more than 20 000 children and has provided training for more than 751 care-givers in rural KwaZulu-Natal. The organisation is currently rolling out the programme to the Western Cape and Gauteng and launched pilot projects in these areas.

For more, go to [www.theunlimitedchild.co.za](http://www.theunlimitedchild.co.za)

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