

My Joburg

CHARLENE LEWISON:
Director of Birdi Golf Apparel

She never regrets a buying decision, goes out for golf when she has time and loves wearing her True Religion jeans

Where do you live and how long have you lived there?
I live in the leafy suburb of Parktown West, and I've been there for four years.

Where were you born?
In a warm womb, but for real in a maternity nursing home in Hillbrow.

What do you miss most about Joburg when you are out of town?
I miss my family and friends. I miss living on the edge and the dynamics of an exciting and thriving city, as well as the intense sensitivity of all the incredible people who want to achieve and be successful and part of our growing city of gold.

What are the last three places you visited on holiday?
Natal Midlands, Higgovale, and Muizenburg.

What are you reading?
The Secret by Rhonda Byrne.

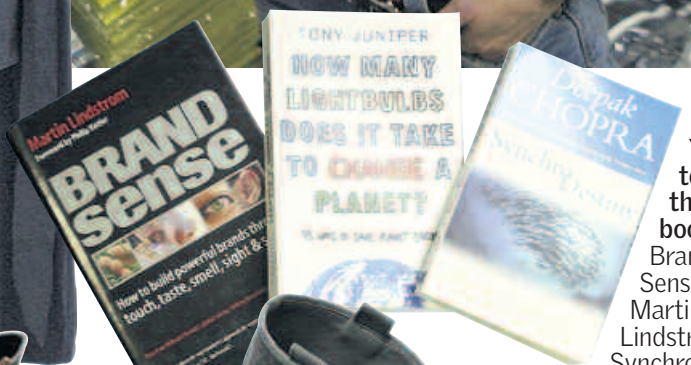
What are your favourite items of clothing?
My Diane von Furstenberg black evening dress, Birdi secret socks and my True Religion jeans.

How do you get around town?
In my silver Nissan X-Trail, but my Hummer is on order.

Who is in your secret address book?
I would tell you, but then I would have to kill you.



Pictures: MUNTU VILAKAZI



Your top three books?
Brand Sense by Martin Lindstrom, Synchro

Destiny by Deepak Chopra and How Many Lightbulbs Does it Take to Change a Planet? by Tony Juniper.

Do you have a favourite photograph?
A photograph that I took with my 17-year-old niece, Zara.

What are your home comforts?
My fireplace, and sitting under my magnificent, enormous Belhambra tree.

What was your worst romantic



experience?

My date would not take me home after a party — he wanted me to spend the night at his house.

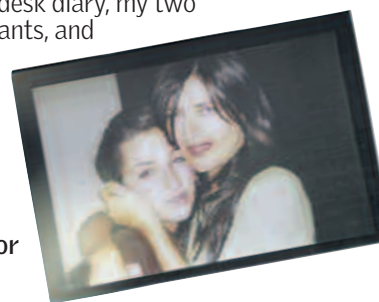
What is the best pick-up line you've heard from a guy?

Just the other day a guy said to me "You look like my second wife," and when I asked how many times he'd been married, he said, "Just once."

Your top three Joburg residents?
My parents Len and Jette, my sister Tessa, my brother Martin.

What are the three things you cannot live without?

My daily work desk diary, my two personal assistants, and my Wensleydale weekly organic vegetable box.



Do you have a favourite pub or restaurant?
The Orient at Melrose Arch.

What CDs are you listening to?
Sound Boy Rock by Groove Armada, Once Again by John Legend, What's Phat Pussycat 5 by Vinny da Vinci, and The Black Dahlia by Mark Isham.

Where do you do your shopping?
Hyde Park Shopping Centre.

Do you have a collection of anything?
Yes, I love my boots, and I collect crystals.

Have you ever been stalked by a fan?
Often! I get many phone calls after midnight.

Your favourite Joburg building?
The Constitutional Court buildings.

Your greatest ambition?
To take my wonderful Birdi brand higher and higher, to the levels it deserves.

Did you get snow in your yard?
Yes, I woke up to the magic of the view from the upstairs of my home, where you were able to see all the white snow-covered roof tops.

What programmes do you watch on TV?
I usually watch FTV, Carte Blanche and Desperate Housewives.

What are your hobbies?
I love walking in nature, enjoy the gym, listening to music, and when I'm able to find time, I go out for golf. — Benjamin Moshatama

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