

Jade Helene Shimmin joins The Cross Trainer team

Sports fashion retailer The Cross Trainer has hired Jade Helene Shimmin to manage its private label line, XT.

Shimmin graduated from Cape Town's Fedisa fashion school and completed an internship with Paul Smith. Her work experience also includes time spent at the London-based textile company Maison Henry Bertrand.

Following several years of working as a freelance designer and stylist, Shimmin launched her own range, which was shown at the African Fashion Week in Amsterdam. In 2014, she opened a popular design concept store in Berlin, before returning to South Africa in 2020.

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