



MORE ABOUT ME

I am a driven & passionate creative entrepreneur, with an eye for detail & a love for systems. I am also a fashion designer, a chef, a yoga instructor & a business coach.

I believe in the power of design thinking, good old fashioned hard-work & root myself firmly in sustainable business ethics.

I have first hand business experience in starting & managing my own brands, & a wide skill set from working with various companies in an array of industries.

I am process driven, hands-on, solution-based & get a real kick out of practical problem-solving. I am currently working as a consulting chef, business developer & designer in a freelance capacity.

PROFESSIONAL SKILLS

- General Management & Event Co-ordination
- Private Chef, Executive Chef & food Consulting
- PR, Digital Communications & Copywriting
- Direct Marketing, Sales & Budgeting
- Analysis, Strategy, Negotiation & Implementation
- Certified Yoga Teacher RYT200
- Fashion Design, Pattern-making & Construction
- Creative Direction, Styling & Content Creation

PREVIOUS EDUCATION

Elizabeth Galloway Academy of Fashion Design

Diploma in Fashion Design, 2010 - 2012

Hudson Park High School

Grade 12 NSC, 2009

I matriculated with Academic Colours, as Head of the Matric Dance Committee & First Team Waterpolo, with an aggregate of 81% and an A in Mathematics, Life Sciences, Business Studies & Life Orientation,

PERSONAL INTERESTS

Nature & Sustainability
Hiking & Adventure
Cooking & Sewing
Reading & Writing
Yoga & Meditation
Surfing & Skating

LET'S MAKE MAGIC!

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GABRIELA CHARLOTTE FRASER

MANAGEMENT | DESIGN | FOOD | COMMUNICATION | YOGA

Menu Redesign & Staff Training

The 41 Restaurant, Camps Bay, 2022

- Redesigned the entire menu, trialled, tested & trained the recipes, did plating & prep notes, costings & supplier set-up

Business Development & Consulting

The Future Females Foundation, Cape Town, 2021-current

- Assisted in setting-up a Skills Development Center for survivors of #GBV & sourcing/setting-up business relationships & structures to sustain the project

Private Cheffing

Freelance (2021-2022)

- Safaris, TedX, Mining Indaba, Private parties - anything from fine dining to 120 pax.

Restaurant Set-up & Systems Development

Mzee Husa Fine Food & Drinks, Zanzibar (2022)

- Project Managing the set-up of a fine dining restaurant & building / implementing the operational systems & training the staff to use them effectively

Operations Manager

Nude Foods Plastic Free Grocery (2021-2022)

- Setting up of the in-store coffee shop & their new store: Nude Apothecary

Chef & Restaurant Manager

The Backyard Cafe (2020-2021)

- Setting up the basic business structures, running events & managing the kitchen, along with cheffing & catering.

Online Communications Manager

Babalust (2020-2021)

- Managing digital communication for the online brand: database management, copywriting, content creation & direct marketing

Restaurant Manager

The Electric (2019-2020)

- I was the GM for this cafe, juice bar & event space during COVID-19, seeing them through business survival by setting them up online & building their internal systems

Event Manager

Greenpop (2018-2019)

- I produced & co-ordinated events, from small activations to 6 week off the grid forest restoration festivals. I also developed their eco-school camps project.

Project Manager

Cape Town Fashion Council (2017-2018)

- Conceptualised, planned, set-up & co-ordinated their Product Development Centre

Fashion, Film & Events Industry

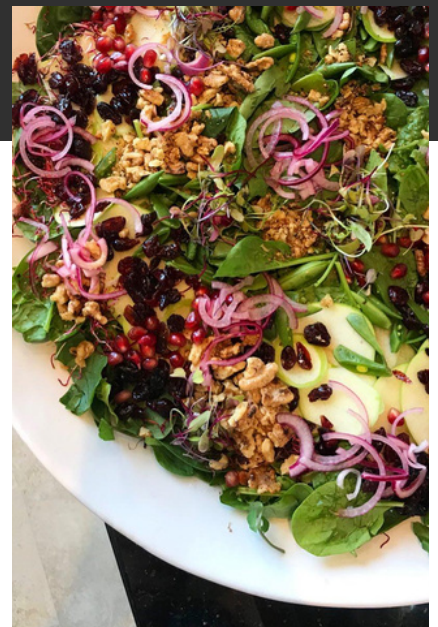
Various (2015-2018)

- Production & Styling for music videos, TVC's (local & international) & large scale events like Rocking the Daisies, Little Gig, SAMW & Durban Fashion Fair
- Creative Direction for a Fashion Week brand, dressing local celebs like Miss SA Cindy Nell-Roberts & Jimmy Nevis, & featuring/retailing in Cosmo, FHM, Marie Claire, V&A Waterfront & Cavendish.

Entrepreneurship

Gabriela Fraser Designs, The Avant Garden and GLOW (2013-current)

- I started a fashion design company (PTY Ltd.) with 3 labels, founded a creative events & networking company & currently own an activewear brand & store on Kloof Street.



babalust.

Hello Babalusters & lovers

As the year draws to a close, a natural period of reflection is bound to ensue... top that on a whole year of reflection, and it couldn't be more clear what really matters.

Family first, ALWAYS!

This year has totally redefined our ideas and ideals surrounding success, socialising and safety. We've been through the highs, the lows, the insurmountable challenges and the simplest measures of joy - yet through it all, we have held family close - whether near or far. The family we choose, the friends who become family, our work families: they all count, and we couldn't be more excited to celebrate the festive season with you, our Babalust family!



TRUSTED. LOCAL. RESPONSIBLE.

Can you believe that in the last year we had 217 listed baby registries, sold 27 packs of wet wipes and from March we've had 12,633 new users and 110,708 page views! Every bit of growth counts and we're proud parents, to say the least.

We're also super proud to say our brand family has grown to a comfortable size as we've done some renovations to our online home & made room for more... If you haven't already explored the new additions to the Babalust site, take a tour [here](#), and be sure to check out some of our best sellers:

- 1) Pure Beginning Biodegradable Aloe Wipes
- 2) Mess Free Baby Hand & Footprint Kit
- 3) NurtureOne Fuss Free Bib



Golden Nuggets

PLAYDOUGH

Ingredients

- 500ml Cake Flour
- 30ml Cream of Tartar
- 2.5ml Vanilla Essence
- 200ml Salt
- 500ml Water
- 30ml Oil
- Food Colouring

Method

1. Stir the flour, salt and cream of tartar together in a large pot. Add the water and oil. If you're only making one colour, stir in the colour now.
2. Cook over medium-heat, stirring constantly. Continue stirring until the dough has thickened and begins to form into a ball. Remove from heat and place inside a bowl, Ziploc bag or onto wax paper.
3. Allow to cool slightly and knead until smooth. If you're adding colours after, divide the dough into balls (for how many colours you want) and then add the dough into the Ziploc bags. Start with about 5 drops of color and add more to brighten it. Knead the dough, while inside the bag so it doesn't stain your hands. Once it's all mixed together, you're ready to PLAY.
4. Store the play dough inside the bags to keep soft. If stored properly it will keep soft for up to 3 months.



