

FASHION'S PHOENIX RISING

Lee Ann Ruth Collections Under the Spotlight

"It's amazing what happens when you accept defeat. I've since learned that this heart-breaking act is actually one of surrendering to the river of life and allowing its current to take you to where you were meant to be." - Lee Ann Ruth

Her name is Lee Ann Ruth, and before 2019, she was an international property professional with experience in over \$90 billion of real estate developments. In 2017, at the age of 36, she started working as a consultant, but after being cheated by a client, she had three stress-induced mini-strokes.

Under highly stressful circumstances, and with the right side of her face now paralysed, she realized that she could not go back to what she had trained herself to be the best at, while fighting to be paid what she was owed. With the determination to succeed, Lee Ann decided to do what her eight-year-old self would have wanted. This was the birthing of Lee Ann Ruth Collections and the commencement of her healing.

SEE THE OAK IN THE ACORN

Armed with the gift of having the ability to see the oak in the acorn, and her passion for beautiful clothing, Lee Ann attempts to merge the two in fabric. The foundational concept of Lee Ann's

clothing is that, if a woman is standing in the reception area of an office building, wearing one of her dresses or a LARC outfit, one should not be able to discern if she was the receptionist or the CEO.

Lee Ann also feels that exorbitantly priced clothing cannot be justified. Hence, it is important that her Easywear - her line of core staples within the Lee Ann Ruth Collection - that every garment be accessible to a wide audience. Says Lee Ann, "I felt that if our housekeeper needed to buy a dress, it should take her no more than 30 days, paycheck to paycheck, to be able to buy something".

RIGHT: *Easywear Leotard Bodysuit, Linen High Waist Pants and Traditional Suede Look Trench*





LEFT: *Easywear Long Sleeve Crew Neck Bodysuit & Mock Croc Miniskirt*
 BOTTOM LEFT: *Easywear Cupped Bodysuit & High Waist Pants*

Lee Ann launched her clothing line with 12 designs in black and ivory in September 2019, receiving massive support from around the world. However, during the Covid-19 pandemic in 2020, Lee Ann decided to pull back, regroup, and learn from her mistakes. Not to be disheartened by the events of what had become an incredibly daunting year for business, Lee Ann released "Just for the Summer" in December 2020, followed by her Easywear range in early 2021, for consideration by the national department store chains.

As Lee Ann's collection of timeless classic garments grows - the full collection is expected to be available by July 2021 - we are reminded of her perseverance in the words of her favourite quote by writer J.K. Rowling who said: "And so, rock bottom became the solid foundation on which I rebuilt my life."

Lee Ann Ruth Collections is available at www.leeannruth.com.

win!

Lee Ann Ruth Collections is giving away a stunning suede look trench coat in tan or black to one lucky Diners Club cardholder. To be eligible to win, SMS the word **LARC** followed by **YOUR NAME** and **EMAIL** to 35131. Ts & Cs apply. Free & bundled SMS do not apply. Competition closes on 31 August 2021.

