

As an artist and entrepreneur, or what he calls an “artrepreneur”, Conor Mccreedy is best known for his exclusive Mccreedy Blue art. Despite dropping out of the Pratt Institute, Mccreedy made history as the youngest artist exhibited at the National Arts Club in New York City. Known for an abstract expressionist aesthetic, he has exhibited at Manhattan’s Charles Bank Gallery where his full-scale shack presented a controversial view on SA’s history and politics, and at Johannesburg’s Everard Read Gallery, where he has been represented by Nick Dreyer since early this year. His pieces are now worth hundreds of thousands, some even millions of rand.

For the 26-year-old, art and commerce go hand-in-hand. His signature Mccreedy Blue pigment will soon be patented and sets the tone for his next endeavour, the Mccreedy Blue PAL Bracelet. This range of bracelets, designed and manufactured by Lianne Landman, are created by women in Johannesburg’s Diepsloot and Dainfern areas and will support his foundation Protecting African Lions (PAL), a cause he feels does not receive enough attention.

Selling for \$21 each, \$2 from the sale of each bracelet will be donated to PAL, with another \$4 going to affiliated charities including the Ubuntu Education Fund. The initiative launches online this month and, with the support of names such as Donna Karan, Francois Pienaar, Rohan Marley, Caroline Kende, Ashish Thakkar and Colin Cowie, the projected sale of 1-million bracelets in nine months does not seem too far-fetched.

Mccreedy Blue may become a recognisable colour sooner than expected as talks are underway for two projects that will feature the bold colour. A fleet of Virgin Airlines airplanes flying between London and Joburg will be painted Mccreedy Blue to introduce the PAL Bracelets to Virgin travellers who can pay an extra \$21 and receive a bracelet on boarding. Standard Bank has also commissioned a mural to be painted in the tone in its new Rosebank headquarters.

Suit, shirt and pocket square by Peyman Umay Most of my clothing is bespoke because I am extremely finicky about details and fit. My Turkish friend Peyman makes tailor-made pieces for me in return for sketches. www.peymanumay.com **Shoes by Arfango** These shoes are handmade in Italy and are so bespoke that each pair is numbered. www.arfango.wordpress.com **Ring by Christopher Greig** This is a family signet ring designed by another good friend Chris Greig, featuring the Shepstone and Mccreedy crests. **Cufflinks** These are also custom-made pieces made of gold with black diamond studs. **Mccreedy Blue PAL Bracelet** This bracelet, created in aid of my new foundation PAL, symbolises the connection between people and lions.

MCCREEDY RECOMMENDS

Favourite city? London because of its history. Paris because of its chic sophistication. **Favourite restaurant?** Novita is an understated Italian restaurant in the Gramercy Park area of New York (www.novitanyc.com). **Alcoholic beverage?** Campari on a hot summer’s day. **Most valuable item in your wardrobe?** Although I use my Nike FuelBand everyday, I have a collection of watches from Cartier, Panerai, Patek Philippe, Longine and Rolex that I wear for special occasions. **Your utmost luxury?** Bathrobes from Frette (www.frette.com). **Fragrance?** Acqua di Parma. **Book?** Bill Bryson’s *A Short History Of Nearly Anything*. **Favourite device?** My iPhone. **The thing you love most about your city?** New York City is incredibly dynamic and Johannesburg is my balance.

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Redi Tlhabi’s journey of love, loss and healing

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POWERDRESSER CONOR MCCREEDY

The Power Dressers featured in this monthly column are automatically entered as finalists in our annual Wanted Most Stylish Businessperson Award, sponsored by Jameson Select Reserve. The award forms part of the SA Style Awards, celebrating SA’s most stylish individuals. The event is held at the Tsogo Sun, Hyde Park.