

## Meet Helene Truter of Amulet Hermanus

People maketh the place. Helene Truter, actress, scriptwriter, and businesswoman certainly has her creative stamp all over Amulet - a charm of a shop which opened in Old Town Hermanus in 2006. The shop has grown to cover more floor space and to include daughter Jana's Little Jane brand with a range of tongue in cheek greeting cards and beautifully illustrated Southern Right Whales thrown in for good measure.

Amulet has an online shop which launched on kykNET's Ontbytsake and added a vlog - weekly conversation streamed live, sharing stories with Amuliefies en Amulyfies all over the world. This engagement started ahead of Mother's Day this year and has worked well to link clients with this energetic owner and her eclectic fare. Happy shopping!

Shop location: Corner High Street and Broad Street, Hermanus

Tel: 082 871 5491

