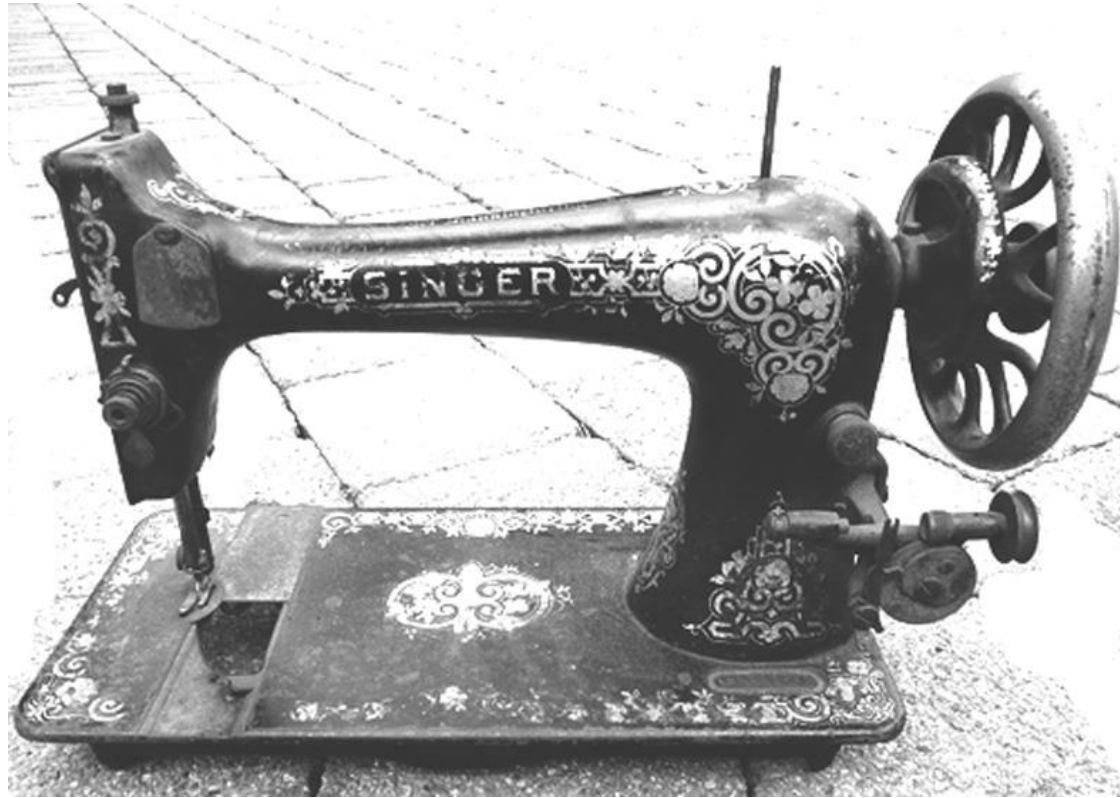




Fashion made in **AFRICA**

The Situation



-CATWALK DESIGNERS AND THE AFRICA TREND-



THEY SAY

WE SAY



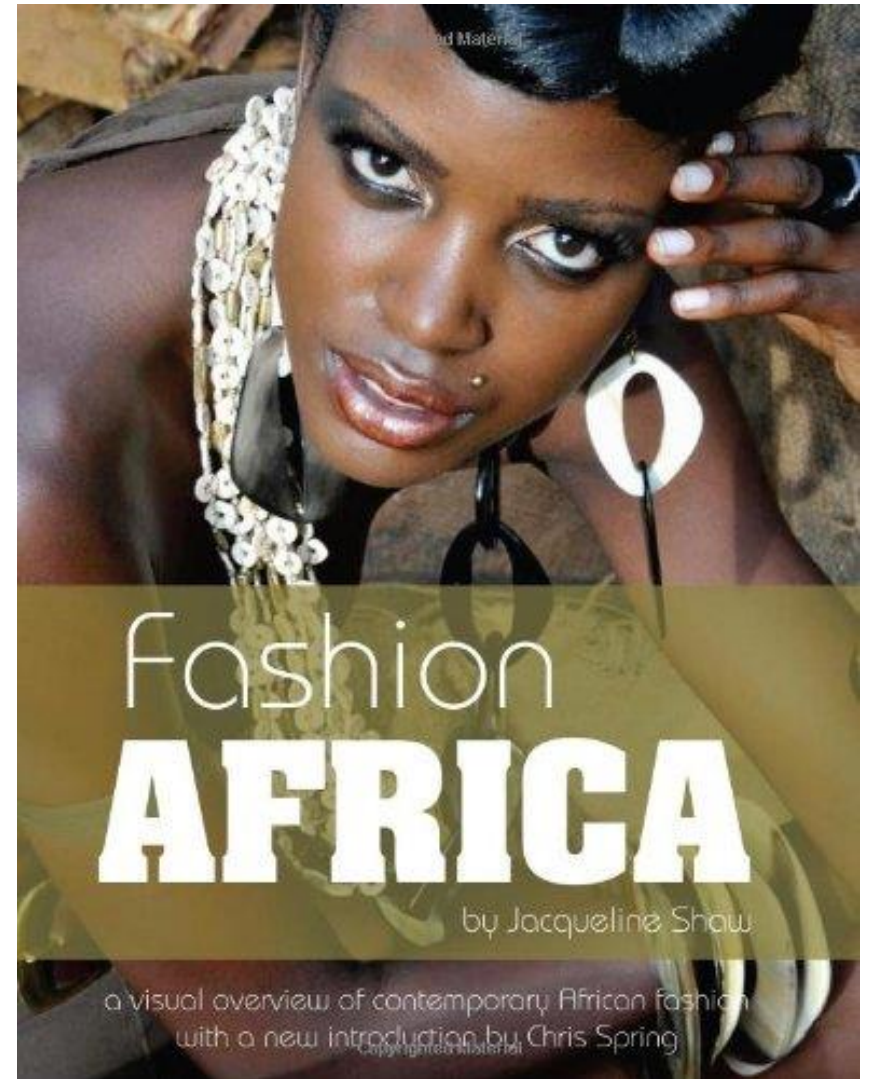
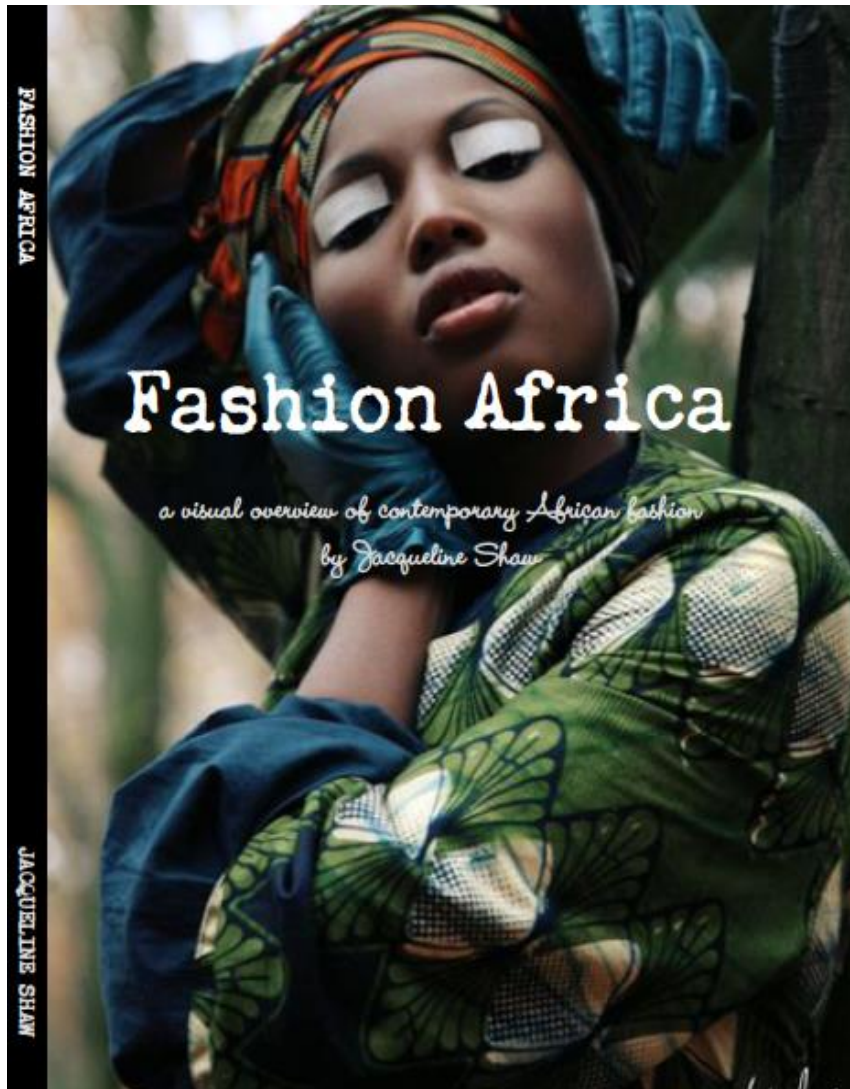
The infamous Economist magazine quote states that:

‘..over the ten years to 2010, no fewer than six of the world’s ten fastest-growing economies were in Sub-Saharan Africa Angola...Nigeria, Ethiopia, Chad, Mozambique and Rwanda, all with annual growth rates of around 8% or more.’

A portrait of a Black woman with long, dark, wavy hair, smiling and looking over her shoulder. She is wearing a blue and white patterned cardigan over a dark top. The background is a vibrant yellow with abstract geometric shapes in blue, black, and orange. A large blue arrow points right on the left side, and a white arrow points left on the right side.

Let me introduce myself
**I'M JACQUELINE
SHAW**

Fashion **AFRICA** // the coffee table book





BRITISH
COUNCIL

Enterprise
Africa
Summit

INVESTING IN AFRICA'S FUTURE

Conference Events



Accredited by **Guardian** as one of their top SUSTAINABLE FASHION TWEETERS 2012

Linkedin — as Most Connected List in their Womens Fashion Category for International Womens Month 2015

New African Woman — top player in their Africa Power List 2015

Recognised by **Vogue Italia** for a talk given during Ghana Fashion Week 2012.

Recognised by **African Development Bank's** Fashionomics Africa initiative to be a "true inspiration" & "wise Guide"





ACTRESS/DESIGNER S189
ROSARIO DAWSON

TAILOR/DESIGNER
OZWALD BOATENG OBE

HEAD OF ETHICAL
FASHION INITIATIVE -
SIMONE CIPRIANI





ACTIVIST

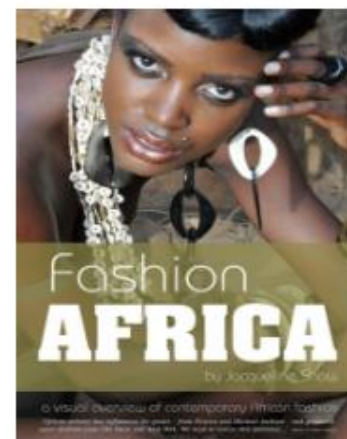
CAMP A I G N E R



AFRICA//
FASHION
GUIDE



CONSULTANCY



FASHION AFRICA

CONFERENCE

F•A•B

Fashion Africa Business Workshops™

THE
F.A.T.E.



FASHION AFRICA VOICES





World Economic Forum states that

“Africa is on the brink of a major transformation...the outlook for the region remains bright at a time when the rest of the world is facing major political and economic challenges.”

African Fashion Manufacturing



Success Stories – AAKS - Ghana



Success Stories – Studio189 – Ghana



Success Stories – SOKO - Kenya



Success Stories – Maxhosa by Laduma - South Africa





EDUN works with Wildlife Conservation Society (WCS)
Formed the Cotton Conservation Initiative (CCI) with Invisible Children
Diesel founder Renzo Russo founded the Only The Brave (OTB) Foundation
invests 90% of funds to Sub-Sahara Africa

Success Stories – Ethiopia – Lemem studio



Success Stories – Sandstorm Kenya





Fashion made in **AFRICA** - the challenge -

- High cost of labour
- Loss of value of grown textiles
- Secondhand clothing impact
- Logistics of intra continent trade
- Low productivity and slow turnaround time
- Lack of technical skillset
- Weak value chain
- Lack of market understanding of trends
- Great import competition
- Dependent on AGOA
- Technologically in-advanced
- Lacks behind China in speed to market, cost, labour
- Productivity and quality issues

Fashion made in **ETHIOPIA** - the challenge -

- Bureaucracy
- Infrastructure - logistics
- Corruption
- Not enough FDI for smaller brands/companies i.e Oliberte story
- Lack of business knowhow
- Image due to the Ethiopian Airlines tragedy
- Internet access challenges and telecommunications
- Security situation regionally
- Cultural differences

PRODUCTION IN AFRICA





AGOA trade policy arrived in 2000 in Sub-Saharan Africa and over 200000 jobs were created and Africa's Apparel sector and exports of garments have risen exponentially

Fashion made in AFRICA

- the potential -

Fashion is often the first step for industrialisation and can play a major role in alleviating poverty and International Development projects fashion and textile driven are popping up regularly and are focused on Africa

SO why AFRICA?



THE AFRICAN OPPORTUNITY

**GLOBAL FASHION INDUSTRY IS
WORTH \$2TRILLION AND ACCOUNTS
FOR 2% OF THE WORLD'S GLOBAL
DOMESTIC PRODUCT (GDP)**

**AFRICA'S FASHION INDUSTRY
IS NOW WORTH \$31BILLION**
according to Euromonitor



THIS IS A **f** AFRICA!

ONE BILLION PEOPLE

more mobile
users than the
US & Europe



more than 2,100 languages

70% of africans are **under 25**

2nd largest
continent

5M

university

graduates every year

54
countries

7%

average growth
rate for
the next

7/10

20 YEARS

fastest
growing
economies
by 2015



It's
OUR
time

WORK FORCE GROWTH

25M

PER YEAR



AFRICA IS THE FUTURE

x
AKWA
ABA

BY 2050,
1/4 OF
HUMANS
WILL BE
AFRICAN

•
BY 2100,
NEARLY
40%
OF THE
WORLD
WILL BE
AFRICAN



**Specially for the U.K
the time to start an
African business is
NOW. Get in there
FAST. With Brexit
coming Britain is
building new
alliances and so
tapping into the
African opportunity**

What Buyers Want from Africa?

Efficiency

- Speed and standards to rival their current offer
- Shorter lead times
- Capacity



Short & Traceable Supply Chains

- Vertically integrated units
- Farm to fibre traceability
- Access to raw material source



Story Behind the Product

- Social impact
- Environmental impact
- Open and happy workforce





Proximity

**LOCATION
LOCATION
LOCATION**

West Africa for example shipping lead times are of only 15-18 days to US or EU. A great opportunity as it means you have access to your product quicker and can then sell it to your customer sooner.

KEY MARKET | ETHIOPIA



The Highs!

- Government has prioritized the textile industry and offers incentives such as duty free export to Europe and the USA
- Costs for production such as labour and electricity is relatively low which is attractive to external businesses
- Government initiative of Vision 25 to increase manufacturing year on year
- A ready and abundant workforce
- Extensive Transport routes & infrastructure development including over 120 airports and nearly 800 km of railway all great for the exporter



CASE STUDIES ETHIOPIA

ENZI – Hand made shoes in Ethiopia



Enzi is a premium footwear brand that seeks to challenge global perceptions of Africa through design, artisanal production and a transparent process that exceed international fair-trade standards. Designed by co-founder Jawad Braye and made and sourced in Ethiopia, using some of the world's highest-quality leather. They develop and nearly own the whole value chain they seek to create a successful global brand without compromising standards or convictions.



CASE STUDIES ETHIOPIA

ZAAF – Leather bags



ZAAF meaning “tree” in Amharic is a collection of premium leather goods and accessories handcrafted by artisans in Ethiopia. They offer a broad range of fashion accessories for women and men including handbags, weekend and travel accessories, scarves, leather jackets and more.

Abai Schulze, Founder and Creative Director launched ZAAF in 2014. Born in the Ethiopian province of Wollo, Abai echoes deep influences that span from the countryside to the capitals of the world.



CASE STUDIES ETHIOPIA

LEMLEM - Handwoven in Ethiopia



Liya Kebede started Lemlem in 2007 after discovering that traditional weavers in her native Ethiopia were losing their jobs due to a decline in local demand. She wanted to inspire economic independence and to preserve the art of weaving and local cotton. Meaning bloom in Amharic this label has literally flourished.



MAFI MAFI



CASE STUDIES ETHIOPIA

H&M / PVH / TCHIBO / WALMART / GAP – production parks



From yarn production to manufacturing finished garments textile producers in Ethiopia are engaged in a wide range of activities. While some factories focus only on CMT ('Cut-Make-Trim') others are also engaged in weaving and knitting. A significant number of the textile companies are vertically integrated, meaning that they engage in the production of yarns, fabrics and textiles, as well as finished garments. There are 122 textile and garment factories in Ethiopia (as 2016 research)

CASE STUDIES ETHIOPIA

H&M / PVH / TCHIBO / WALMART / GAP – production parks



Garment production of finished products ranges from underwear to shirts to pants and jackets for men, women and children. Currently, buyers in Ethiopia such as H&M source mainly 'large volume items' such as basic T-shirts. Household textiles are also among the end products of Ethiopia's textile industry. Top 10 export destinations for Ethiopian apparel and accessories include Germany, USA, UK Sudan, Italy

The continent of Africa boasts a large and cost-effective work force that is capable of producing the majority of the world's garments at the lowest cost with duty free access from some countries such as Ethiopia to almost 85% of the world. Whilst these advantages are attracting some of the best in their sectors to the region, there is a real risk that these opportunities will also attract those that are seeking advantage at the cost of others. SO WHAT NEXT FOR YOU?



12 COMMANDMENTS

CLEAR objectives

Do your research

Understand the supply chain

Relationship

Assess the capabilities

Be Realistic

Simple

Build in generous time and money buffers

You are in for a long run

Develop a common

Compromise

checklists



6 PITFALLS TO AVOID

1. Don't rush
2. PREPARATION IS EVERYTHING
3. Don't assume
4. Don't cut it fine
5. Be clear on your expectations
6. Don't take things personally

SO WHAT NEXT FOR
YOU?

A woman with dark hair in a braid, wearing a red and white striped shirt, is seated at a sewing machine. She is focused on her work, with her hands near the needle. The background shows a factory environment with other workers and sewing machines. The text is overlaid in large, bold, orange letters.

**VISITING YOUR
SUPPLIER WILL
BECOME A MUST IN
ORDER TO CONTINUE
TO DO BUSINESS WITH
THEM YOU MUST MEET
ONE ANOTHER FACE
TO FACE**

F.A.S.T. Ghana



In partnership with Hatch Africa and British Council Ghana



our series of immersive fashion business mission trips are focused on connecting the fashion business world with the producers and artisans in Africa
And build direct relationships







F.A.S.T. Kenya



18th to 22nd November 2019

And

April 2020

OFFICE//
FASHION
GUIDE









These trips have been tailored specifically for design industry professionals as well as sourcing specialists and product developers. Being practical and hands-on sourcing trips, the interaction provided with those on the ground and the chance to network with those in the field, allows for real business opportunities.

The global fashion industry is estimated to be worth \$1.3tr.

The fashion industry is the second employer in developing countries after agriculture

In Africa, the entire textile/clothing market is already worth over \$31 billion

In the next five years, the industry could generate \$15.5 bn.

This can only come through more international trade and exports

At present Africa currently only accounts for 1.9 percent of global trade

You can be the change you want to see

LEARN MORE

YOUR NETWORK IS YOUR NET WORTH

FASHION AFRICA

CONFERENCE



YOUR African Fashion Business Coach



Sustainable solutions to your
African fashion business sourcing
strategy

Tools to Create and build your
fashion made in Ethiopia business
in 90 days

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