



urban chic

20  
23

moshaki  
artisan apparel

designed & hand crafted in Tanzania

# seascape smock



spring & summer linen smocks.  
fresh, breezy and timeless

Linen made from the flax plant is breathable and cool to wear. Better still, it's one of the most sustainable fabrics.

# florence moshaki

Starting out in a backroom with one ageing machine, Florence's eponymous brand has grown to become recognized for affordable African inspired designs. Hand crafted by Tanzanian artisans using locally sourced fabric, moshaki garments give women presence and confidence



## 2023 aesthetic



The onset of spring & the prospect of summer inspires our designs in pastoral florals, delicate botanicals and geometric patterns. Lilac, jasmine, bougainvillea, hazy blue skies, sunset pinks and the dusty African savanna make up our colour palette. Simplicity, clean lines, comfort, and elegance describe our silhouettes



Glam  
frocks  
rock



glam up in a frock for understated  
classic elegance

## Zanzi leisure style



our Zanzi  
range of  
shirts and  
shorts in  
pastel shades  
made with  
cool,  
breathable  
linen or  
seersucker  
cotton offer  
freedom,  
style and  
comfort.

## hand woven in Tanzania

moshaki sources hand woven  
sustainable cotton fabric made  
in Tanzania by local artisans



## Kitenge (kit-n-gay)

Kitenge (Swahili) is a traditional  
Tanzanian cotton fabric known as  
wax print. Typically using vibrant  
colours, the flamboyant designs  
often have meaning.





palazzo &  
corset set

casual shirts  
& blouses



hot minis in  
cotton or  
kitenge



summer ukuti dresses





## bouba tradition

Bouba (boo-bah) is moshaki's take on this traditional African dress design

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