

dream.
d e s i g n s



ABOUT US

Dream Designs is a Tanzanian-owned clothing brand dedicated to empowering modern women through classic, versatile, and comfortable wear.

OUR JOURNEY

The Dream Designs story began in 2021 as a thrift store, equipped with a single sewing machine primarily utilized for altering and mending second-hand clothing. Inspired by the desire to create unique fashion pieces, we started on our evolution into fashion design and tailoring, making a gradual transition throughout 2022, and to date we are among growing fashion brands in Tanzania.





VISION

To be the leading source of timeless fashion in Tanzania, inspiring women to embrace their uniqueness while enjoying the utmost comfort and confidence in their attire.

MISSION.

- To design and create classic pieces that stand the test of time.
- To provide versatile wardrobe solutions for modern women.
- To prioritize comfort without compromising on style.
- To celebrate the diversity and individuality of every woman.

OUR CORPORATE RESPONSIBILITY

Our tailors are women who aspired to pursue excellence in life but encountered barriers preventing them from accessing formal education. Hence opted to acquire in tailoring skills from just their local street tailors, a competence often unjustly stigmatized by society as a symbol of underachievement. These women may include stay-at-home mothers or House helps. We recruit and train them to fit what our brand wants to sell and portray.

OUR DREAM TEAM.



Justina William was thrust into the role of a stay-at-home mom following an arranged marriage at the tender age of 16, which shattered her aspirations of becoming a lawyer. Determined to pursue an alternate path, she chose to learn tailoring from a nearby tailor shop. Justina began her journey with Dream Designs in July 2023.

Justina William Mgeni - Seamstress



Janeth has been a part of Dream Designs since its begins in 2021. Originally employed as a housekeeper, her dedication to the family led to an opportunity to learn sewing. Through our training, Janeth has also become proficient in selling Dream Designs products, despite having only completed primary education.

Janeth Mussa - Seamstress/ Sales



Motivated by a deep desire to fulfill her dreams and attain financial independence, Julieth initiated Dream Designs as a thrift store in 2021, eventually evolving to create her own designs. Armed with skills in hand-sewing, hand embroidery, and repurposing old clothes inherited from her mother, Julieth seamlessly incorporates these techniques and inspirations into Dream Designs, making the brand not only distinctive but also environmentally sustainable.

Julieth Msofe - Founder & Designer

As a growing clothing brand in Tanzania, we are at an advantage to implement sustainable practises and on our sustainability road map, we have choosen to put efforts in the following:

- Create a safer, fair and friendly working enviroment for our workers
- Incorporating upcycling of Old/Thrifed clothes in our collections



SAFE AND FRIENDLY WORKING ENVIRONMENT

- Apart from wages we pay Tsh.2000/- daily to each our workers for Lunch.
- Early September 2023, we able to look for a room close to work where Janeth and Justina (our seamstresses) will be staying during work days. We were able to support by paying 6 months upfront , a total of Tsh.600,000/-. It's in our best interest to be able to fully pay for their accomodation.



UPCYCLING OF THRIFTED CLOTHES

Dream Designs is currently enrolled in "Viraka Freshi" program, A UENIC sponsored incubator for emerging designers who share a vision for a more sustainable and diverse fashion industry in Tanzania.

This program has equipped us with sewing skills, fabric sourcing skills, branding, moodboard creation, fabric manipulation, pattern making and tie & dye skills, whereby at the end of a program we will showcase our upcycled collections at a fashion show to be held on March 2nd, 2024

**Viraka
Freshi**

Instagram (@viraka.freshi)

Instagram photos and videos



instagram.com

OUR UPCYCLED PROJECTS



More details :<https://www.instagram.com/dream.designstanzania?igshid=NGVhN2U2NjQ0Yg==>

CONTACT US

Location: Mbezi Beach GOI GI.

Call/Whatsapp: +255718075562

Email: juliethmsoffe@gmail.com

Social Media: [@dream.designstanzania](#)