

**AFRICENTRIC  
FASHION  
LINE  
PRODUCT IN  
PROFILE**

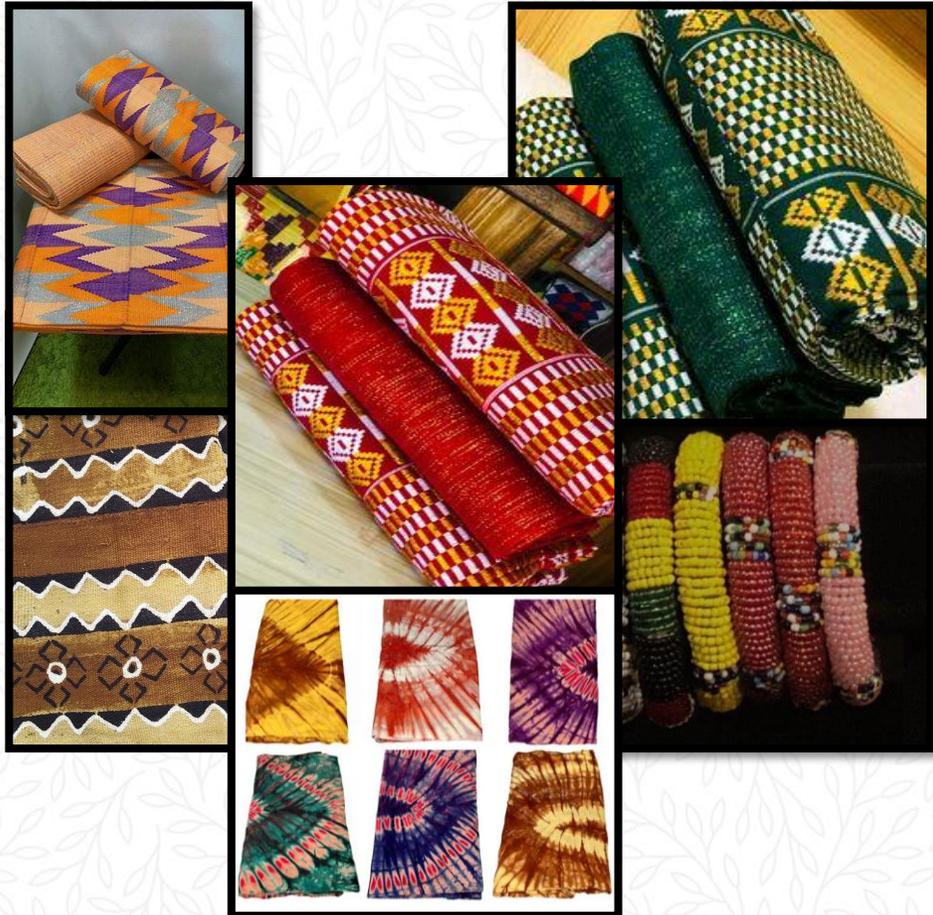


# What the Africentric Fashion Line is for

The proposal is part of our strategy to develop African talent and economies through the promotion of locally manufactured products. This starts with the creation of Africentric Cottage Industries that are developed, promoted and also marketed, locally, nationally, regionally across Africa, and the diaspora. The first product to be developed is an Africentric Fashion Line.



# How we do so

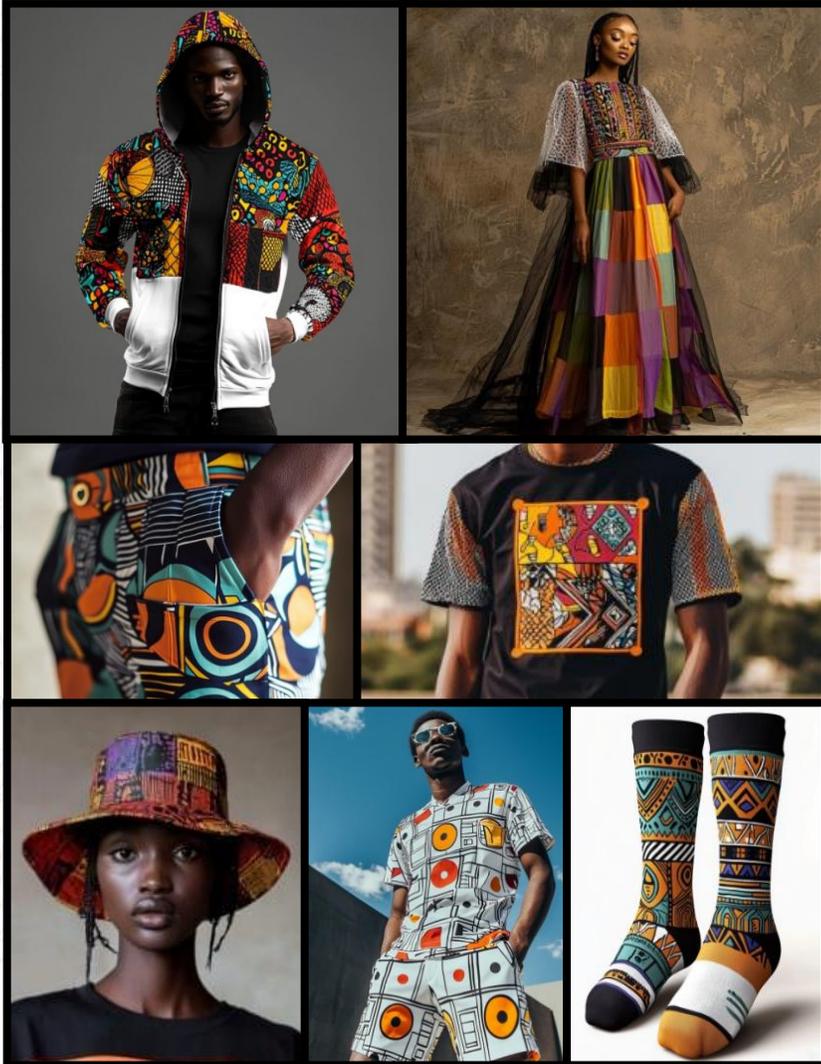


We do so by creating production workshops for our Fashion products led by experienced local producers. The workshops will also provide quality programme of hands-on training and skills development for innovative and creative young African designers and producers that also enables them to make a living. The Africentric Fashion Line will provide opportunities for showcasing unique Africentric branded products, manufactured at a high level.

# How we do so

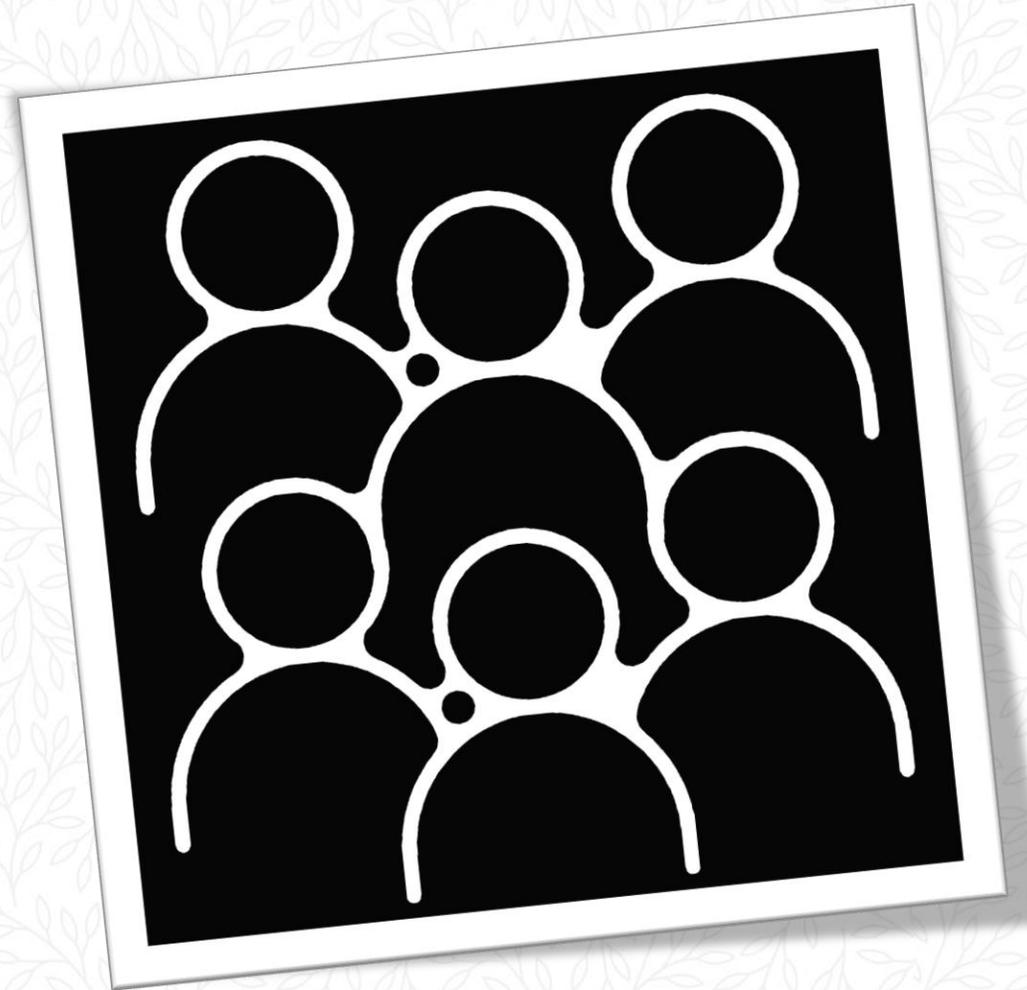
The Fashion Line will provide casual and formal products in SIX CATEGORIES:

1. Clothing
2. Headwear
3. Footwear
4. Bags
5. Jewellery – earrings, necklaces, bracelets
6. Accessories – headbands, waist bands, umbrellas, eyewear



# Who we are and where we're at

The Africentric Fashion Line Team is currently a team of six people, most of us Fashion Students and an Industrial Engineer. Our work is supported by a professional designer and clothing producers who will be responsible for leading on the development of the clothing line.





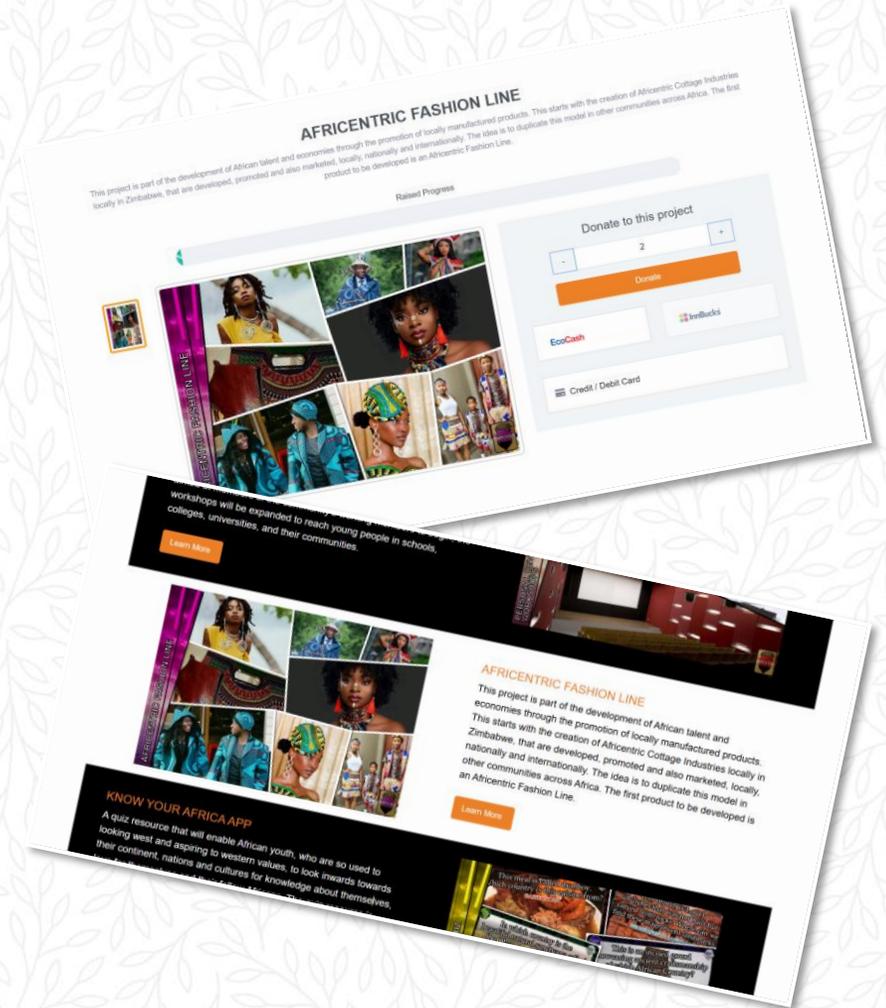
# Who we are and where we're at

- Capital Expenditure - Set up costs
- Design & Conceptualising - Materials
- Labour - Equipment - Production
- Running Costs - Promotion & Marketing
- Fashion Show

# What's in it for all of us?

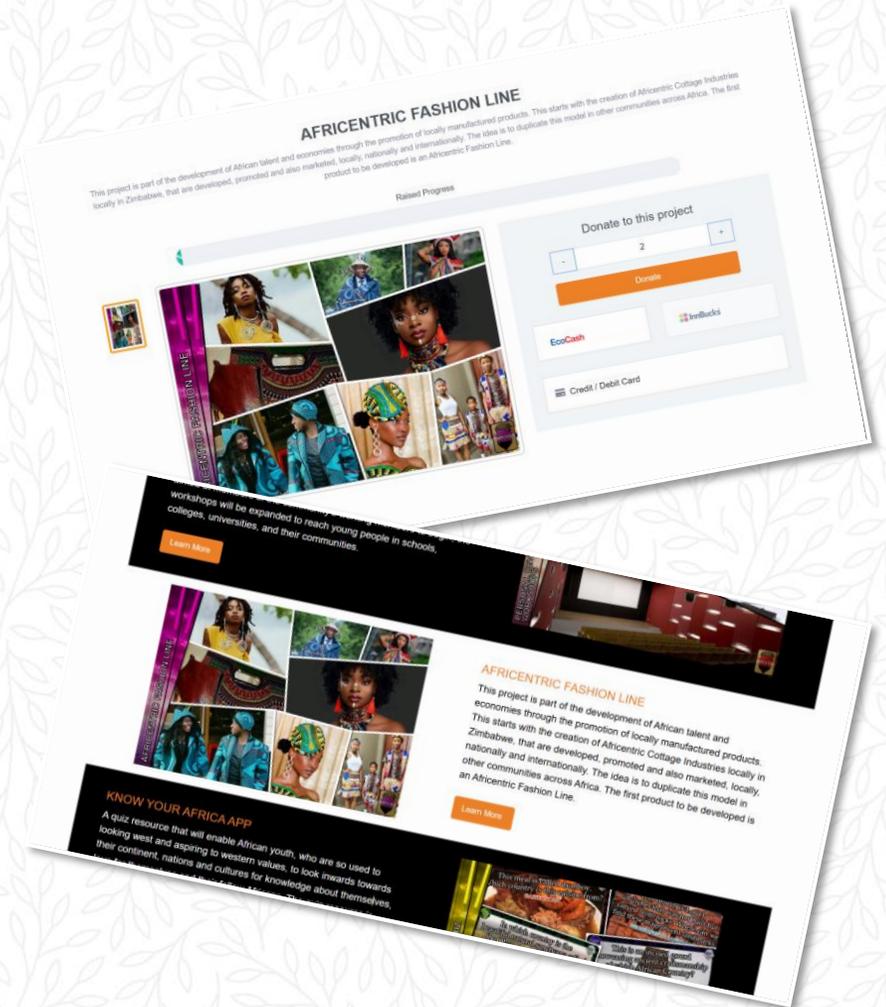
**US:** We get to begin to lay the foundations of our Africentric Youth Economy with distinctly branded products that generate pride in being African, whilst setting the stage for the African-centred cottage industries under development.

**THE BENEFICIARIES:** We get to design and produce fun, vibrant, unique and affordable fashion products that promote a sense of wellbeing amongst young Africans and black people, globally.

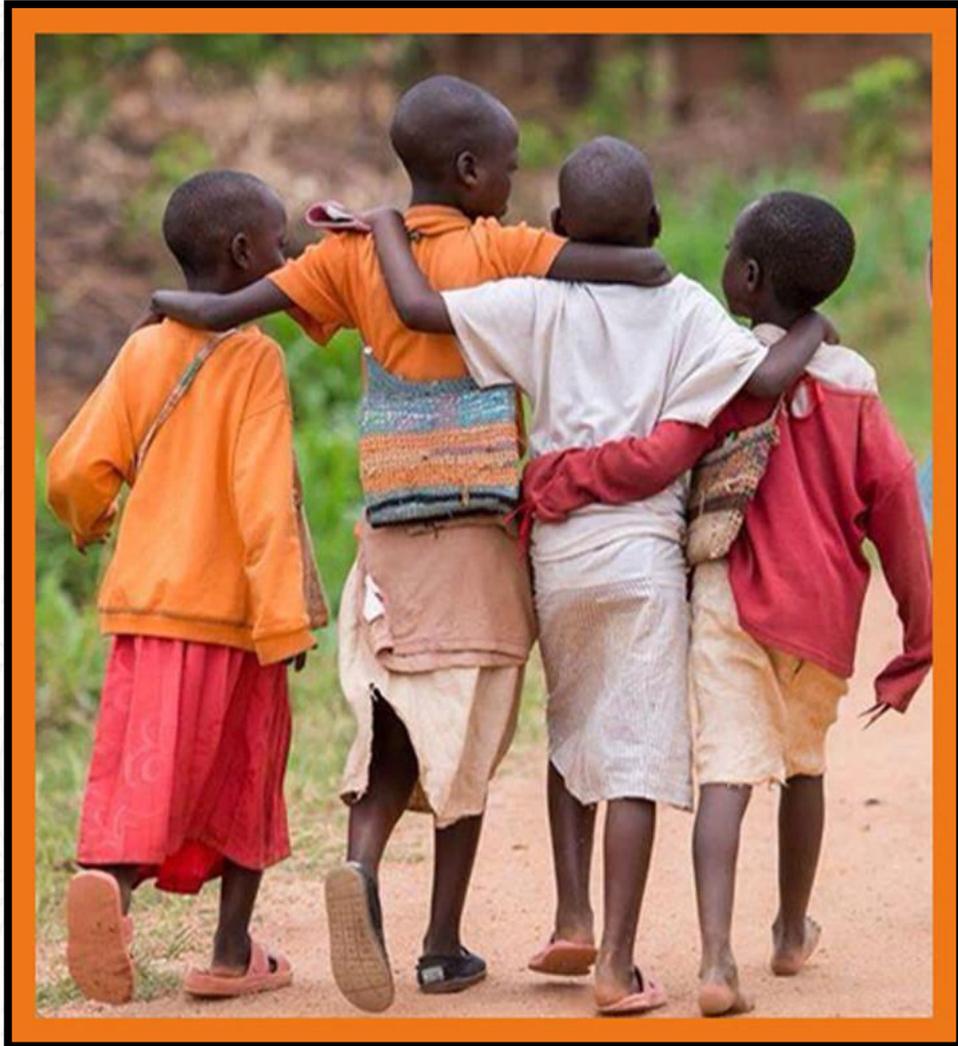


# What's in it for all of us?

**YOU:** We get to engage our supporters to create our Africentric Youth Economy model for self-sustaining cottage industries that promote self-sufficiency and an inward-looking approach to Africa's revival.



# What's in it for all of us?



## **What next:**

Support our work at BGUN, with the design, development and delivery of the Africentric Fashion Line product range.

As with all of our plans, once we reach our target, we will share monthly reports, both written and audiovisual, to update you on our progress.