



## Afri Chic Presentation

*“By supporting this business and our crafters  
you will make a lasting impression, one that  
will resonate in the community long after you  
have gone home”*

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# Afri Chic: Where did this all start?

- Launched in 2006 at an international conference in Cape Town for over 1000 CEO's from around the world
- Once the conference ended and we saw the impact that we made, we moved to make this initiative more sustainable.
- Our focus is on previously unemployed and marginalised people, from legal refugees to the mentally challenged
- We make a huge difference by making a small commitment to do things differently



# Who are we?

- Relate is a registered company focused on helping people live their best lives
- We create a sustainable model so that crafters can be financially independent and self sufficient
- We identify, nurture and empower individuals to express themselves
- We teach, invest in basic tools and equipment and encourage them to use their inherent talent and creativity
- Every aspect of what we do creates benefits for the less fortunate. Our packing of gifts for example is done by volunteers who raise funds for the mentally challenged.
- Company is headed up by Lauren Gillis, who has a social work background and considerable business experience



# What is Our Offering?

We have two main offerings:

## 1. A range of hand made African Attire

- Either printed, beaded or hand embroidered
- Accessorised with authentic hand-made beaded pins, jewellery items and African instruments



## 2. African gift items and accessories

- Unique, hand made craft
- Made or packaged by under privileged or disadvantaged groups



# What can our products be used for?

- Conferences
- Group tours
- Company parties
- Welcome gifts
- Room drops
- Promotional gifts
- Staff uniforms and accessories



# What are some of the comments from our Crafters?

- Ori: I moved to SA from the Congo because of the war. Being empowered to work has given me back my self esteem, and I can now support my family.“
- Morgan: “I was born in rural Zimbabwe, and am now a legal refugee in South Africa. Starting my own business has allowed me to create a better life for my loved ones”.
- Nellie: “These projects have been a blessing to me. Each item I sell allows me to support the 9 people who are dependent on me. When there is work, nobody goes to bed hungry.”



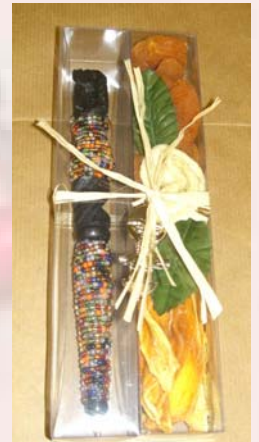
# How does the African Attire concept work?

- Delegates are requested to wear **ONLY** black
- The rest is done for them as we provide accessories, to be worn over their clothing.
- Even informal black clothes become dressy, once the African attire is added
- Matching outfits can be made for couples on request
- Generally outfits are used as a room drop before the themed evening



# What are some of the Benefits and Advantages?

- Cost of 'room décor' is minimised as the delegates themselves become part of the "props"
- Instant atmosphere and vibe are created for bonding and networking
- Lots of room for individuality and creativity, as the items can be worn in a variety of ways
- Delegates will have an amazing gift to take home, and to remind them of your conference in Africa
- Not size dependent
- No minimum order



**YOU MAKE THE DIFFERENCE TO THE LIVES OF THE CRAFTERS,  
THEIR FAMILIES & THE COMMUNITY AS A WHOLE**

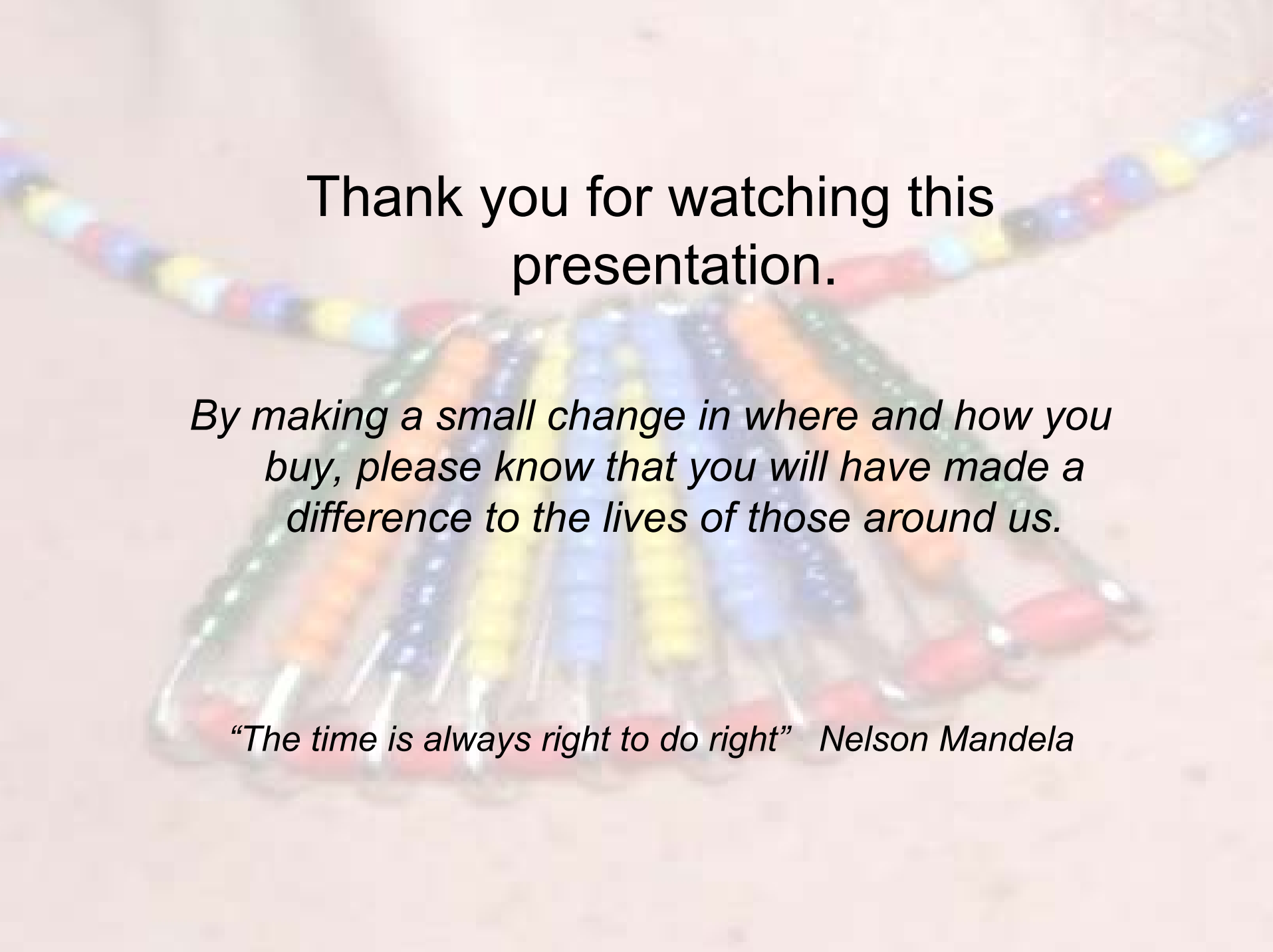
# What are the Features of the Afri Chic range?

- Items are packed and beautifully presented in gift boxes, or in the wrapping of your choice
- African Attire
  - We supply a variety of colours and finishes
  - With a maximum of five items of a similar design per event
- Most items can be branded and customised
- South African companies can use this, to boost their BEE scorecards in terms of:
  - Preferential procurement
  - Corporate social investment
  - Enterprise development



## What is the Afri Chic Positioning?

- Afri Chic is the new design trend internationally
- Have fun and make a difference
- Get to keep a piece of Africa
- Giving others a way to express their talents
- Building self esteem and positive energy
  
- Order from our pre-selected “packages” or buy individual items
- Or give us your budget and needs, and we will source and deliver a variety of options



Thank you for watching this  
presentation.

*By making a small change in where and how you  
buy, please know that you will have made a  
difference to the lives of those around us.*

*“The time is always right to do right” Nelson Mandela*