



## COMPANY PROFILE

**La Mohair** was founded out of the passion to create something truly special and unique to the Eastern Cape of South Africa. Only the finest, most luxurious KID Mohair is used in the caring production of all **La Mohair** products. **La Mohair** produces throws/blankets, scarves, shawls, beanies, ponchos, capes, fashion wear etc from the finest KID Mohair sourced from the Eastern Cape. All products are handmade according to the precise specifications of the particular client's needs. Throws are hand loomed and all the other products are hand knitted.

The vision of **La Mohair** is to be recognized nationally and internationally as a provider of Kid Mohair garments of excellence and to dominate the market as a service provider of superior products. **La Mohair** aims to alleviate the unemployment of the Eastern Cape and to improve the social wellbeing of the poor, formally disadvantaged communities of this area.

La Mohair is labour intensive and supports the increased demand for job creation in the Eastern Cape by promoting hand-crafted garments specific to this province. Local women from the previously disadvantaged community comprise the entire staff complement.

The company is owned by Larissa Primmer. The business first opened doors on 1 November 2013. Production takes place at a factory in Port Elizabeth and all material used in the factory, viz mohair yarn, is sourced from **SAMIL** which is located in Port Elizabeth as well.

Mission: La Mohair's focal concern is the manufacturing of mohair scarves, throws, ponchos, beanies and other luxury mohair accessories. Quality finish, taking into consideration the customer's individual needs, ensures customer satisfaction with each order. Creating a successful brand requires uncompromising attention to detail where the customer's specifications are applied perfectly. Being the best requires consistency and quality of product and growing a content and stable workforce.

The manufacturing operations were recently upgraded by installing state-of-the-art-knitting machines and a new set of looms (for hand-woven throws). One of our many new products is the Silk&Mohair Shawl.

Our passion is quality and punctuality. We value our customers need for superb quality, and make sure that our orders are always completed on time, without delay.

