

POPOKA LOOKBOOK 2020



# The Brand

POPOKA! is a proudly Zambian every occasion fashion line that is flattering and captures the contemporary afro-chic look. The fashion line seamlessly blends traditional African fabric and accessories with modern aesthetics. The Popoka brand was birthed from the realization that there is a space in the fashion sector that has largely been ignored and under served. To this end, Popoka designs are targeted primarily at the curvier fuller woman as reflected and aptly captured in the brand ethos “Umuntu ma curves” (curves make a person). Fashion for the curvy woman!

The Word POPOKA means to dress to impress, to dress to the hilt. Embracing the “less is more philosophy” Popoka designs are clean lined, chic, elegant and fashionable epitomising return to true elegance and beauty. The designs enable the curvier fuller woman to re-invent their style while exuding confidence whatever the occasion.

The Popoka customer is the everyday woman that is fashionable and confident enough to step out as they are. The Popoka woman knows exactly what she wants. To meet this, Popoka constantly is challenged to authenticate itself by ensuring that it delivers on its promise of “simple understated elegance!”

To complete the loop Popoka has recently introduced a fashion accessory line of leather under the Umukupo brand. Umukupo is leather in the local language. The leather accessories are made from 100% Zambian leather and are either handmade or machine sewn using locally trained artisans. This provides much needed employment for young men and women working in the leather sector which in Zambia is in its infancy but has a lot of potential.



# The Designer

Lupupa Kabezya Lewis is a self taught Fashion Designer who is in the fashion space having embarked on a second career to actualize her passion.

As a Human Resources and Organisational Development Specialist she has extensive experience at various managerial and senior executive levels both in public and private sectors. Lupupa holds a BA in Psychology from the University of Zambia and an MSc in Manpower Planning and Development from the University of Manchester.

Lupupa is very passionate about positive self imagery, her brand is all about encouraging women and especially the girl child

to embrace who they are whether big or small. She strongly believes that size should never define who one is.

Lupupa strongly believes in giving back and the uplifting of fellow women to this end, Popoka has a very successful internship program where every year a novice in the fashion industry is taken on and is put through the mill. Since its inception in 2015 Popoka has successfully nurtured two Interns who debuted with their own lines at the 2016 Zambia Fashion week. Recruiting mostly from trade schools, 90% of the Popoka workforce is deliberately female.

# The Collection

The collection is Summer/Spring 2020. This ready – to - wear collection is called “Patches” or Changachanga which in the local language means this and that. The underlying theme is ethical fashion production. The material used is recycled high quality chitenge fabric pieces cut offs/waste coming out of the production process. The “Changachanga’ fabric is made by a cooperative of women who are divorcees and widows the money realised through this project keeps their children in school, fed and in a home. These patches have been resewn to create fabric. The resulting garments have each been designed, artfully constructed and sewn.

The looks in the SS2020 collection are very affordable causal, semi-formal and formal wear. The collection includes 6 pieces in a range of versatile silhouettes, that bring out instant fashion credibility. The five pieces in this Chanagchanga range comes in versatile silhouettes, bringing out instant fashion credibility and features carefully considered designs.

The leather pieces are all made from 100% Zambian leather and are made by local artisans.





**Look 1 Changa Dress with Chiffon Sleeves**



**Look 2 Changa Dress with Chiffon Sleeves**





**Look 3 Reversible Changa Cape Regular length**





**Look 4 Reversible Changa Cape Short length**



**Look 5 Reversible Changa Cape Regular length**



**Look 6 Reversible Changa Cape Short length**





**Umukupo 1 Lulu small tote**





**Umukupo 2 Leather on Canvas Tote**





**Umukupo 3 Leather on Canvas Duffle bag**





**Umukupo 4 Ngoi Leather Tote**

# Production

Production structure: Produced in-house

Production Unit: One

Studio size: Total studio area 230m<sup>2</sup>

Number of employees: Ten

# Conditions of Sale

## **For garments:**

- a. Minimum order quantities 30 per style/colour.
- b. Maximum order per 100 per style/colour.
- c. Average lead time 90 days. From January 2020 average lead time will be 60 days
- d. Any other conditions of sale we cannot guarantee the same colour/design of fabric. We are only able to provide what is available at the time of order.

## **For Leather goods:**

- e. Minimum order quantities 10 per style/colour.
- f. Maximum order per 30 per style/colour.
- g. Average lead time 90 days.
- h. Any other conditions of sale we cannot guarantee the same colour/design of fabric or leather. We are only able to provide what is available at the time of order.



# Product Description – Garments

Look #	Description	Colour	Fabric	Size
Pop01/1/20	Changachanga Dress	Multiple colours	Chitenge 100% Cotton	S/M/L/XL/XXL
Pop02/1/20	Changachanga Dress with Chiffon sleeves	Multiple colours	Chitenge 100% Cotton	S/M/L/XL/XXL
Pop03/1/20	Changachanga reversible cape regular length	Multiple colours	Chitenge 100% Cotton	S/M/L/XL/XXL
Pop04/1/20	Changachanga reversible cape short length	Multiple colours	Chitenge 100% Cotton	S/M/L/XL/XXL
Pop05/1/20	Changachanga long length dress	Multiple colours	Chitenge 100% Cotton	S/M/L/XL/XXL
Pop06/1/20	Changachanga Ngambi top	Multiple colours	Chitenge 100% Cotton	S/M/L/XL/XXL

# Product Description – Leather

Look #	Description	Colour	Fabric
Umukupo01/1/20	Lulu tote	Tan	100% Zambian leather
Umukupo02/1/20	Leather on canvas tote	Turquoise Leather and matching floral canvas	100% Zambian leather
Umukupo03/1/20	Leather on canvas duffle bag	Brown and cream animal print canvas and Tan leather	100% Zambian leather
Umukupo04/1/20	Ngoi Leather tote bag	Dark grey leather	100% Zambian leather





**Flagship Store:**

Popoka! Studio

No. 4 Fir Road Woodlands, Lusaka, Zambia

Contact: +260 965 760261

Facebook: [www.facebook.com/popokalusaka](https://www.facebook.com/popokalusaka)

Instagram: popokalusaka