



REFINED REVOLT

COMPANY PROFILE

Company details

- Director - Yamkela Bridgette Lize
- Address – 6 Gordon road, Southernwood, East London
- Textile design studio (Accessories and apparel)
- Established in 2015

Companies Introduction

Refined Revolt is a young, dynamic, Eastern Cape based Textile design studio that produces good quality clothes and bags. The brand has been up and running for a year and has grown a small following from East London and Johannesburg, some US customers have also shown interest as some bags have been shipped to California and the reviews were outstanding. The brand takes great pride in quality and originality of the products produced; all items are handmade in-house starting with the design and patterns straight down to the cutting and sewing of the final product.

Vision

Provide world class quality handmade South African products to my clients and forming strong partnerships to achieve cost effective and excellent results in everything that we produce securing the brand as one of the front runners in the design industry of South Africa.

Mission

We are committed to business development through skills transfer. The mission is to pro-actively interact, network and form strategic and fruitful relationships within in the design industry. Constantly learn and grow and help those still trying to learn and grow where possible.

Values

I strive to provide my clients with superior quality goods. I value quality control, delivery speed, presentation, durability and customer well-being.

Profile members

Yamkela Bridgette Lize

Matriculated at West bank high school in 2009, Graduated from NMMU with a Diploma in Fashion and Textile design than Graduated from CPUT with a B-Tech in Surface Design.

Job description: Designer, CMT

Industry Overview and Target Market

I cater for the needs of each client personally as I do a lot of custom work. Design industry is very competitive and it takes time for people to become accustomed to your style or take a liking to it, this means being versatile is very important. My main target market is ladies ranging from the ages of 18 to 45, I have varies items that cater to young lads and the older gentleman as well.

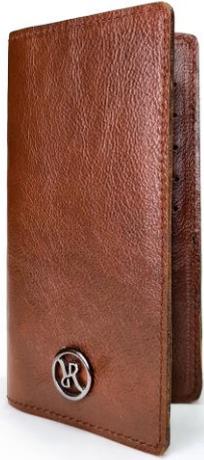
Products and Services

- Clutches/Pouches
- Sling bags
- Backpacks
- Messenger bags
- Tailoring (custom fashion items)



Target market

- Mostly women (70,50%), men (29,50%)
- 25-45 years old
- Medium–high economic and socio-cultural level
- Contemporary, trendy and emerging consumers



Contact Information

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