

Creating African Treasures



Modern design with an emotional and cultural component that reflects contemporary Africa

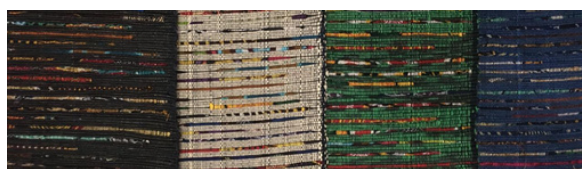
Woogui is a Mozambican brand created in 2008 by Wacy Zacarias. It started as a women's fashion brand, offering an eclectic style that mixed capulana with other fabrics in formal and casual attire. Later on, the accessories line was introduced, offering the consumer a complete look proposal that included clothing, belts, jewelry, wallets, scarves and shoes. In 2013, there is a pause for training the designer in sustainable fashion and the brand appears again in 2016, now aimed at accessories produced on the basis of local handicrafts.

The brand emerges as a fundamental change and accompanies other African brands that are actively seeking new forms of expression that transform traditional crafts into modern design. Items that are mainly handcrafted in Africa following Fairtrade practices. In its creations he praises materials that are often not properly valued and gives them new life and meaning through design and combination with other materials. Woogui works with local artisans in order not only to support the local economy, but also to help Mozambican arts and crafts to thrive and continue to be passed on to future generations and to empower these makers who are part of the value chain.

The Woogui bags

A lot of healing is put into the development of the pieces in our collections. The process goes through moments of "brainstorming" and field visits where it is observed and reflected on the use and value of the different materials and handicrafts that we find throughout Mozambique. In the context of making these objects so familiar from our daily lives relevant to a larger audience and in new environments we started to play with shapes and combinations of different materials. The love for straw is irresistible, whether from Inhambane, where we have part of our roots, as well as from Cabo Delgado where vibrant colors attract anyone's eye. And on this trip we are discovering points, colors and shapes that are talking about the place where each piece comes from. Sometimes we reuse existing wallets and transform them into something totally new, sometimes we add a touch of magic and at other times we co-create with the skilled artisans. In parallel we look for other locally available materials such as plastic and capulana woven by hand, leather, ropes, etc. to give life to wallets drawn on paper. And in the end, the precious hands of the artisans who make this recipe possible cut, mold and sew this variety of materials creating unique pieces full of stories, love and hope. Each wallet is a unique treasure, the result of the joining of several interlocking pieces, of the dedication and soul of those who do it for love.

The nuclear team consists of a female group (Wacy, Djamila, Marlene, Inês, Jamila and Bruna) and more than 20 artisans and partners from various parts of Mozambique form our value chain. Many work in groups or are part of teams and associations. We mention some such as Enoque, Manuela, Josefa, Viegas, D. Rosalina, Francisco, Mr. Armando, Mr. Feliciano, grandmother Ana, to whom we are very grateful for the work they put in.



MISSION

Through the elevation of indigenous knowledge, we aim to innovate and design new narratives in African craft. Using resources in a thoughtful circular way that allows for the making of handmade treasures that positively impact the lively hoods of rural makers.

VISION

Changing the narrative of indigenous craft.

VALUES

- Innovation
- Sustainability
- Co-creation
- Originality
- Empathy



SERVICES

Internal Collection - unique hand made accessories utilising local resources and waste

Corporate Gifts - hand made craft pieces designed especially for your company

Product Development- we design and develop products with local artisans

Consultancy- in circular design and sustainability, craft and fashion

