

ALLFASHION SOURCING

2021

AFRICA

MATERIALISING

A 2021 AFRICAN INSIGHTS REPORT

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NICOLA COOPER
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16 September 2020
15:00

The Future of Fashion and the
Importance of African Trends

webinarspeakers

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USAID TradeHub



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TRENDS

A trend is a general direction into which something is changing, developing, or veering toward. The term may also mean a fashion or craze, i.e., a fad.

The verb 'to trend' means to develop or change in a general direction. In the world of social media, if something trends it is the topic of many posts.

of recurring fashion cycles."



SOUTH AFRICAN MEDIAN AGE

SOUTH AFRICA, AS WITH MOST DEVELOPING COUNTRIES, HAS AN OVERWHELMINGLY YOUTHFUL POPULATION.

The global median age has increased from 21.5 years in 1970 to over 30 years in 2019.

Overall we see that higher-income countries, across North America, Europe and East Asia tend to have a higher median age.

The median age in Africa is 19.7 years.

43.8 % of the population is urban

(587,737,793 people in 2019)

53.5 M

According to the most recent estimates, it is noteworthy that close to half of the South Africa's total population (i.e. a segment totalling around 27 million people) falls within the age bracket of 0-24 years.

17.0 M

CHILDREN

0-14 YEARS

20.6 M

YOUTH

15-34 YEARS

15.9 M

ADULTS

35-59 YEARS

GLOCALISATION

Glocalisation is a combination of the words "globalisation" and "localisation."

The term is used to describe a product or service that is developed and distributed globally but is also adjusted to accommodate the user or consumer in a local market.

Investopedia, 2020.



WHAT IS GLOCALISATION?

Glocalisation means the creation of products or services for the global market by adapting them to local cultures.

Glocalisation can be applied at various levels and can be seen in global to local, local to local and local to global.

At every level it is about taking a concept, trend or item and understanding how that can be applied to different settings whilst maintaining the core elements aligned to the source material.



“Glocalising” trends allows for overarching ideas to be presented to a local market in an accessible way that allows for companies to align themselves to international ideas that can be efficiently executed at local levels.

Glocalisation is important as it allows for trends to be aligned to the local markets and appeal to local consumer bases, both in broader and hyper focused capacities.

Understanding global trends at a local level ensures that product is designed, marketed and sold in the optimum way at the best time for local consumers. This allows for companies to capitalise as much as possible on current and future trends.



**GLOCALISATION:
WHY IS IT IMPORTANT?**

AFRICA AS A TREND DRIVER

Gaining traction in recent years, Africa has become a trend driver. This means that there are Trends coming out of the continent that are driving Global markets to adopt African led trends.

TRUST, REPRESENTATION, CULTURE & COLLABORATION

The new pillars of trust

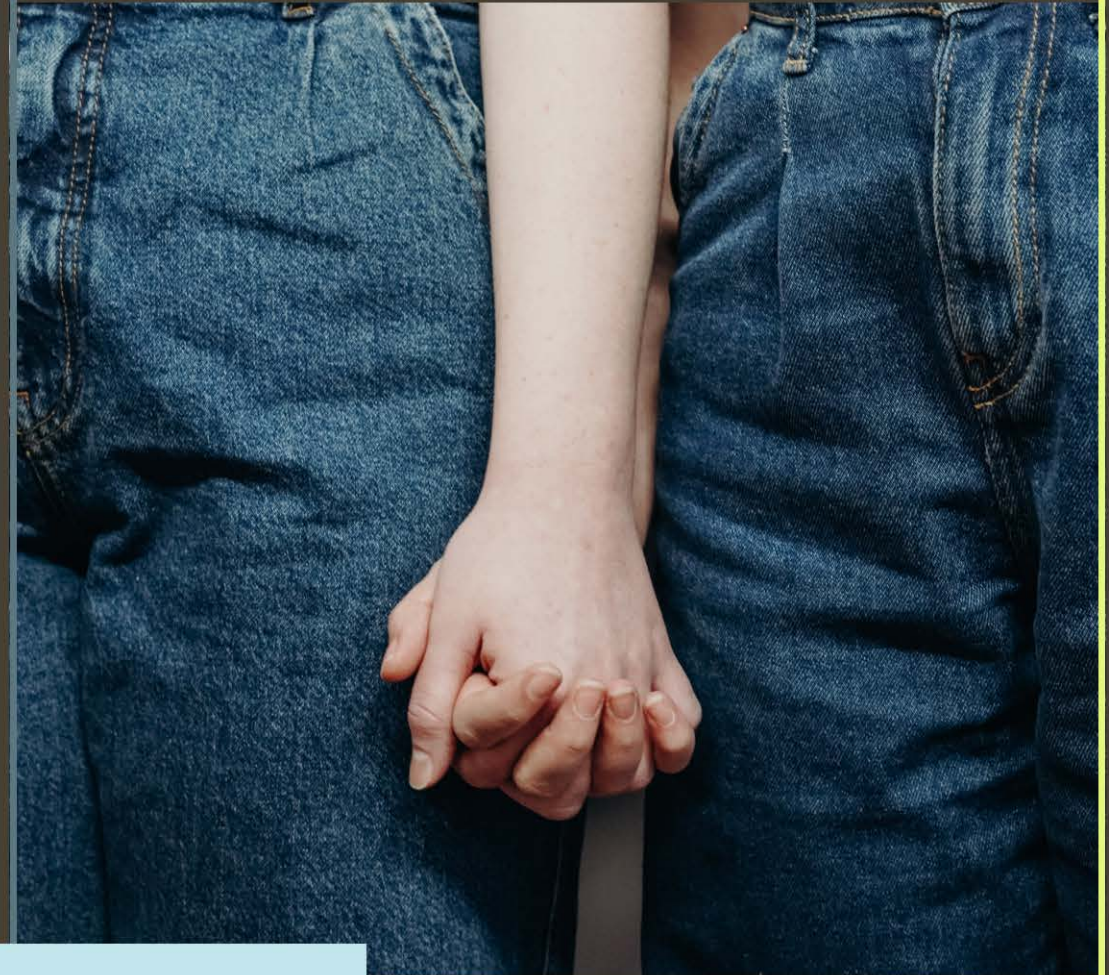
So what buys you trust these days?

Business is now expected to be an age of positive change. Of those surveyed in the Edelman Trust Barometer, 64% say they believe a company can take actions that increase profits and improve economic and social conditions in the community where it operates.



TRUST, REPRESENTATION, CULTURE & COLLABORATION

- Work to understand your customers' fears. Build strategies that alleviate these through increased transparency
- Build capacity through your business that allows you to extend your role into communities, particularly in times of crisis
- Take a leadership role in the things that concern your consumer
- Think locally: create resonance through efforts that build trust



LIFESTYLE SHIFTS

DUE TO COVID-19

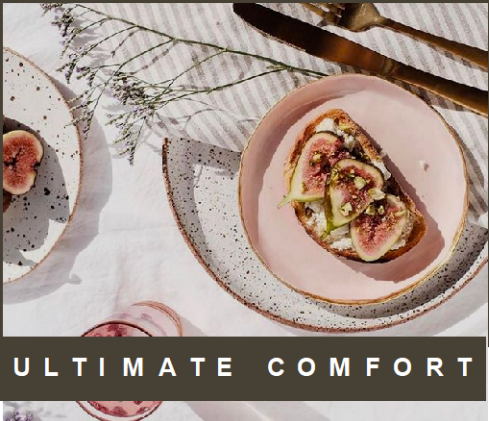
Now more than ever, recognising society's changing behaviours, understanding consumer attitudes and adapting to forward thinking intelligence will guide your future strategies and developments.

Eliminating risks associated with new opportunities as much as possible and identifying long-term changes that will impact your business is recommended forward thinking action.



LIFESTYLE SHIFTS

DUE TO COVID-19



ULTIMATE COMFORT



COMMUNITY



LONGEVITY



POSITIVITY



RECOVERY

It's fascinating to see the speed at which companies have adapted to remote working, embracing the flexibility of a 'home working' practice that we now realise, in most cases, is possible and successful.

Likewise we see the office become more 'home-like' with the combined effect of furnishings, shapes and colours creating a 'feel-good' atmosphere of comfort and harmony.

Although a time of immense fear, pressure and uncertainty, the current pandemic has also highlighted the importance of community.

From hotels opening up as make shift hospitals to automotive manufacturers and technology companies making ventilators.

Fashion houses have shifted production to assist in producing protective equipment for key workers, beauty brands and even beer makers have been switching to producing hand sanitiser.

We will familiarise ourselves with slow living, finding time to read & learn new skills; crafting, baking, gardening and creating self-sufficient ways of being.

The time that we now all find on our hands has, in part, been used to reflect on our fascination with materialistic luxuries, our focus on consumerism and disregard for our environment.

We are now seeking sanctuary within our home and outdoor spaces due to a newly restricted way of living.

Times of challenge and crisis have proven to spark innovation and creativity; we seize opportunity and embrace new ways of living.

Positive outcomes will follow, speeding up our need for sophisticated living, embracing innovation & support from technology, as well as investing more in the world's health systems and the needs of individuals.

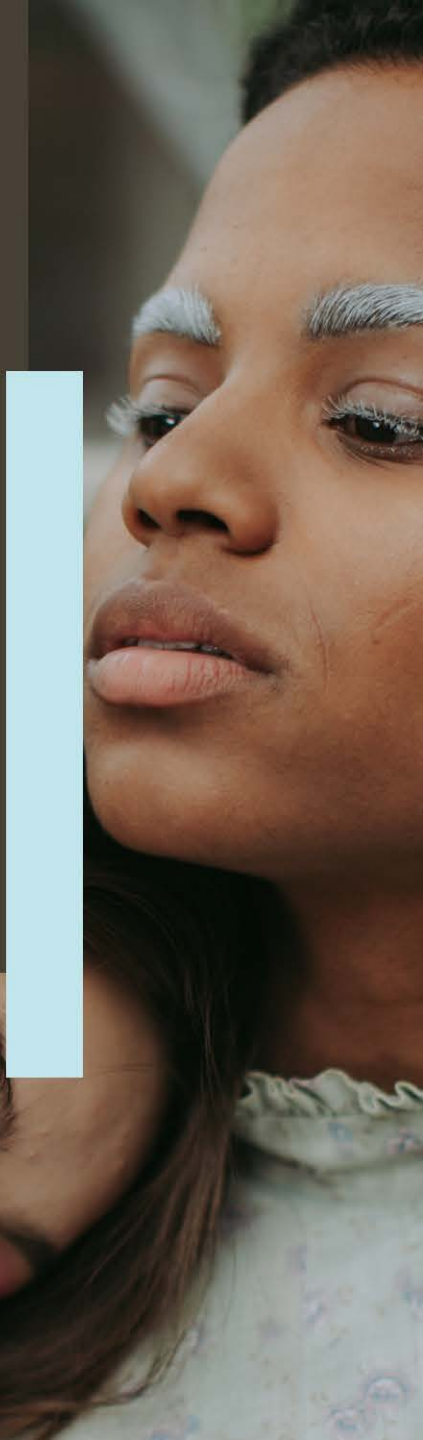
A slower consumption and putting the planet before industry, will be integral to building our 'Visionary Future'. Ultimately, the current global pandemic might be the accelerant to our creating smarter, more sustainable cities with 'material use' outweighing 'aesthetic desires'.

As a result of current events, consumer purchases will be made with much more consideration; is it a necessary purchase? What materials is it made from? Can it be recycled?

MACRO SHIFTS IN MARKETING

The shift in Marketing is driven by consumers are demanding transparent conversations with the brands they interact with.

Products are no longer, just products, consumers are aligning with brands who treat their businesses as ethical, sustainable, inclusive and they are not afraid to pay more for a brand that aligns to them from a personal, political or aspirational perspective.



**60% of retail executives
surveyed say they are
developing propositions that
speak to local communities**

WGSN Retail Executive Survey, November 2018

RADICAL TRANSPARENCY

Transparency is in demand in all factors of the fashion industry, from design, supply chain and production through to mark-up costs and what the brands earn per item sold.

Some forward thinking businesses are providing the cost of product details, outline supply channels and provide a platform for consumers to learn who makes their clothing.



MOVES IN MARKETING:
RADICAL TRANSPARENCY

RADICAL TRANSPARENCY

Contemporary consumers and their preference of radical transparency pushes to continue to disrupt the fashion industry as these consumers opt to engage and support brands that align to their personal opinions and provide information to their consumers easily as this instils trust between consumers and retailers.

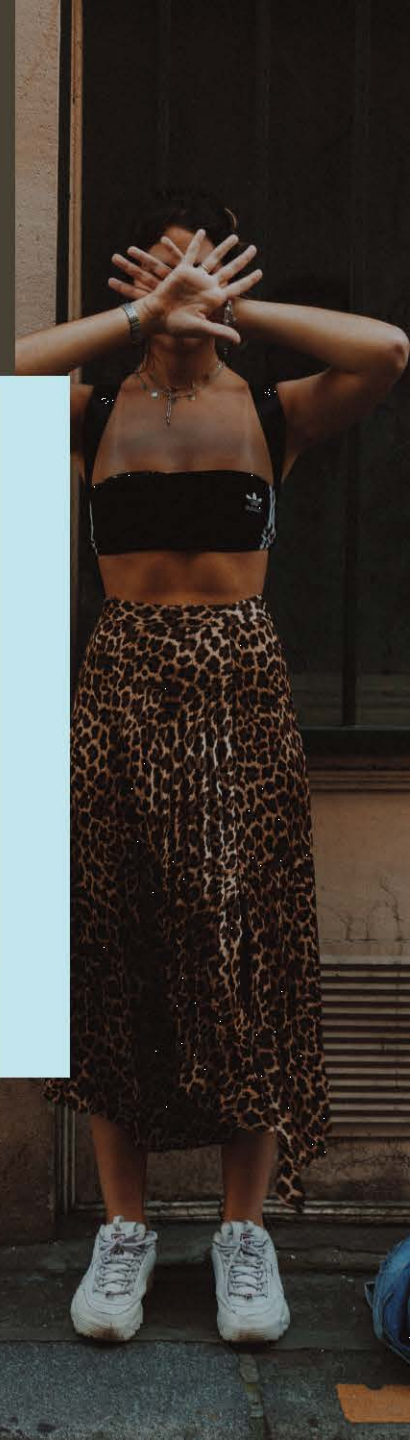


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**RADICAL
TRANSPARENCY IS
A PHRASE USED
ACROSS FIELDS OF
GOVERNANCE,
POLITICS,
SOFTWARE DESIGN
AND BUSINESS TO
DESCRIBE ACTIONS
AND APPROACHES
THAT RADICALLY
INCREASE THE
OPENNESS OF
ORGANISATIONAL
PROCESS AND DATA.**

LOCAL POSITIONING

When positioning trends in a local capacity there are key points to note in order to execute effective positioning to achieve maximum trend potential and ensure the most profitable outcome.





LOCALISATION

MOVES IN MARKETING: LOCALISTION



From snack aisles for students to city-specific running shoes, retailers are fine-tuning their product offerings to meet the needs of their local communities.

There's a lot to gain from this trend: 63% of consumers are interested in personalised recommendations from retailers, according to a recent study.

Source: CB Insights, Retail Trends 2019



AFRICAN TRENDS ON A GLOBAL SCALE

Africa is becoming a larger player in the Global fashion industry, resulting in the long-term steady growth of African-led trends being adopted on a global scale. This shows how local trends or fashions can be adopted and adapted globally, further emphasising the importance of Globalisation.

The adoption of African-led trends has recently been expedited by Beyoncé's recently released film "Black in King" in which various Black African artists were highlighted. *(Featured right).*



AFRICA AS A TREND DRIVER



MANUFACTURING & COLLABORATING IN AFRICA

Many Local and Global Brands are beginning to identify to the importance of collaborating with local businesses, brands, independents or collectives.

Some of these Collaborations include:

- Ikea's collaboration with African Designers
- Nando's design Africa competition
- PhP's collaborative partnerships with designers launching 2020.
- Woolworths "Styled by SA" collections



CONSUMER SEGMENTATION:
GEN Z

Getting to know and understand Gen Z is integral to successful marketing in 2021 and Beyond

OPENING SOON

Bidhaar, a new Afro-urban concept store in Market, featuring premium African fashion, music, art, design and lifestyle brands.

Bidhaar will be a showroom for new emerging and established premium African creatives and cultural producers aiming to access an international market.

@bidhaarofficial
www.bidhaar.co.uk

NICOLA COOPER & ASSOCIATES

MIA LONDON

Based in London, garments are made by tailors in South Africa and Zambia

Aronym MIA= Made in Africa

"MIA London sources tailors via recommendations from experts in the fashion industry in both South Africa and Zambia. Their next collaboration is set to happen in founder Aji Ayorinde's home country of Nigeria."





GLOBAL PLATFORMS

Vogue Talents: Scouting for Africa 2020.

As part of Italian Vogue, and in collaboration with the African Fashion Foundation (AFF) the competition is targeting at supporting emerging designers from the African continent.



**SCOUTING
FOR AFRICA**

NICOLA COOPER & ASSOCIATES



THE BE MAGUGU

- LVMH 2019 Prize Winner
- Featured in international exhibitions such as IFS—announced as Winner
- Honourable mentions in various international publications
- Featured/Styled on Celebrities in print, for events and in candid street style.





Angel Sleeve Tartan Dress with MockBra



CEDRIC MIZERO: RWANDA

“Cedric Mizero has a unique vision of fashion which strives for social change. His long term project Fashion for All puts the women and men of the rural village where he was brought up at the centre of his work, presenting an inclusive vision of fashion, which rejects limitations based around age, size, social or economic status.”

- Featured in international exhibitions such as IFS
- Nominated in Kenya Fashion Awards
- Brand – Amizero
- Teamed up with fellow Rwandan designer Moses Turahirwa to create a “zero-waste” unisex outfit in July 2020.



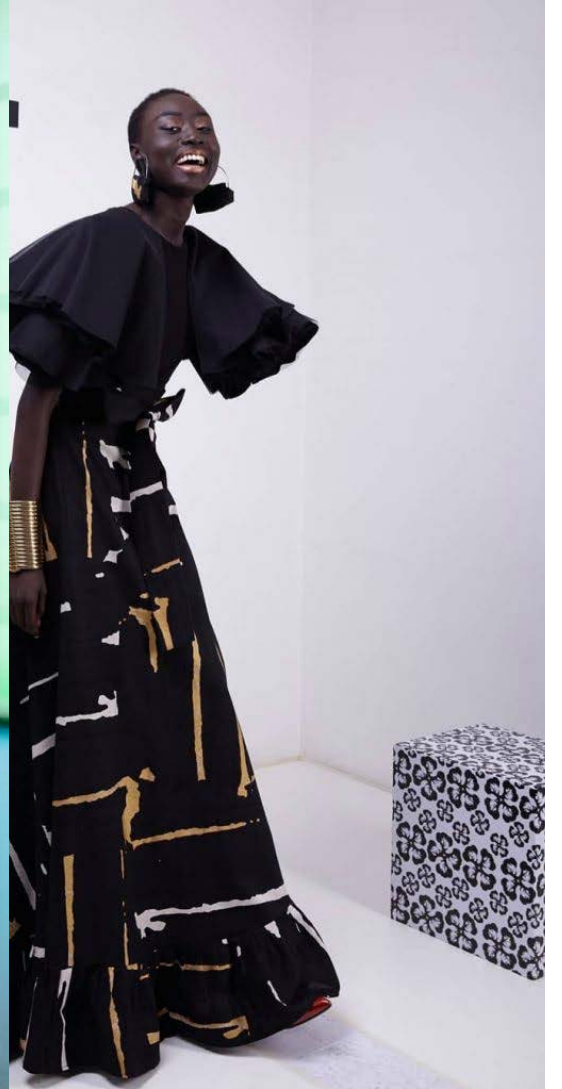


PALESA MOKUBUNG: SOUTH AFRICA

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AFRI

AFRICAN
FASHION
RESEARCH
INSTITUTE

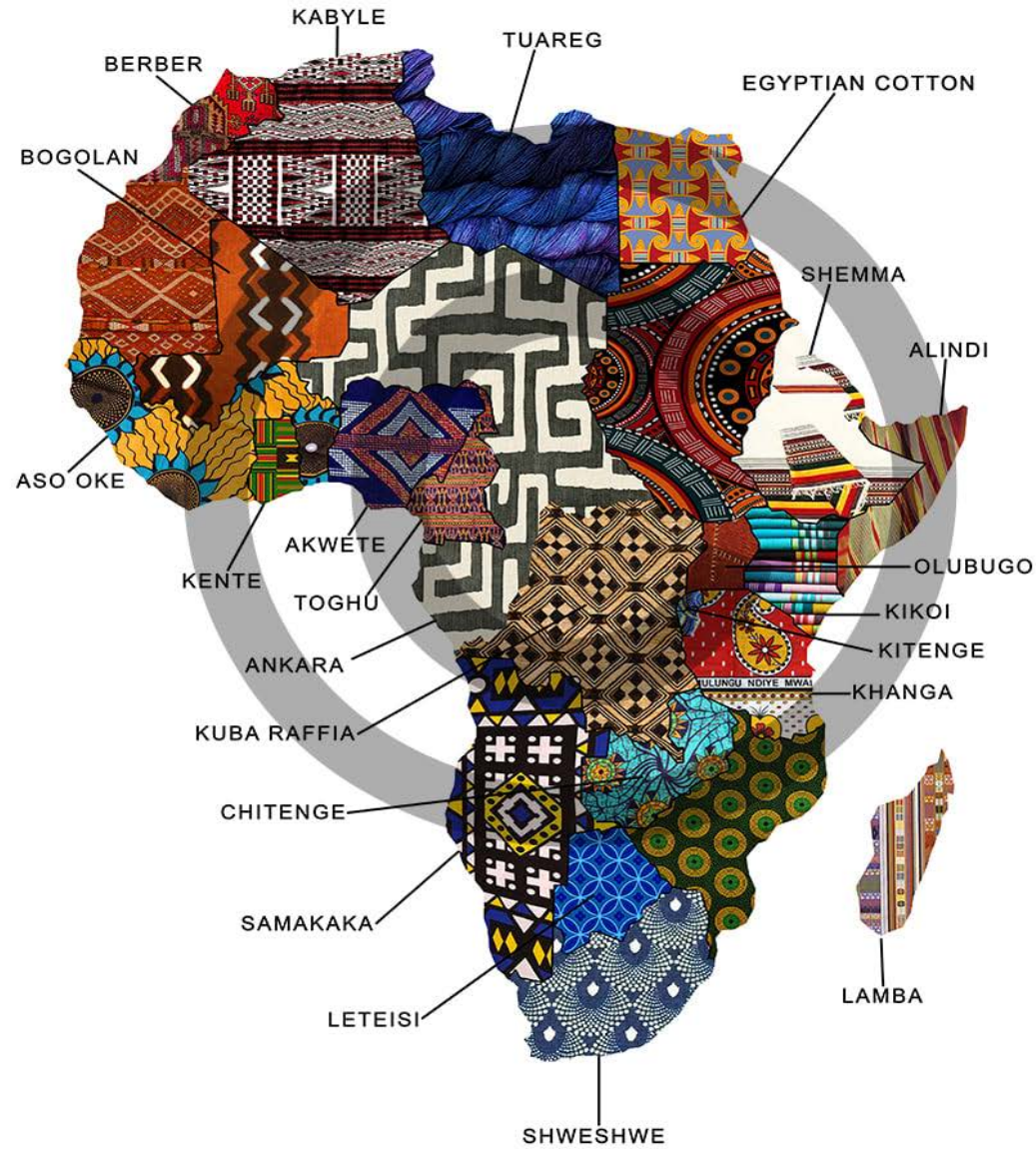


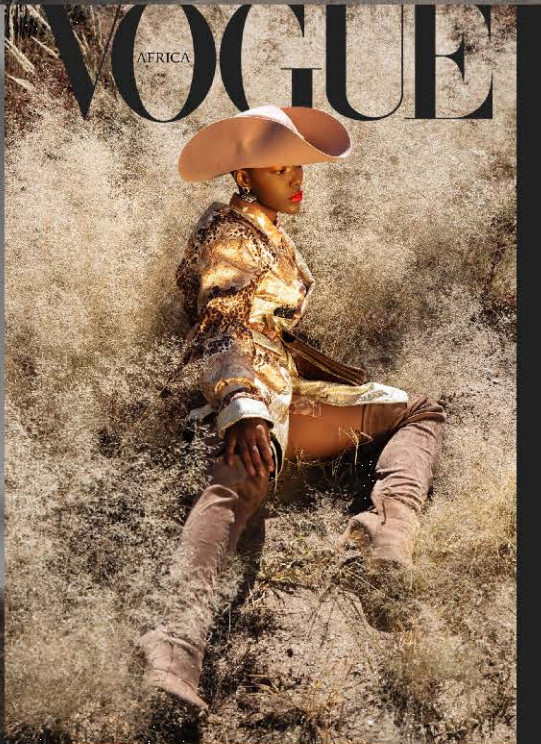
LUKHANYO MNDINGI A/W20



21 YEARS: Making Histories with South African Fashion Week, Zeitz MOCCA (2018-2019)

FABRIC MAP OF AFRICA





In their finest robes, the children shall return (2019) Sao Tome

Sunny Dolat



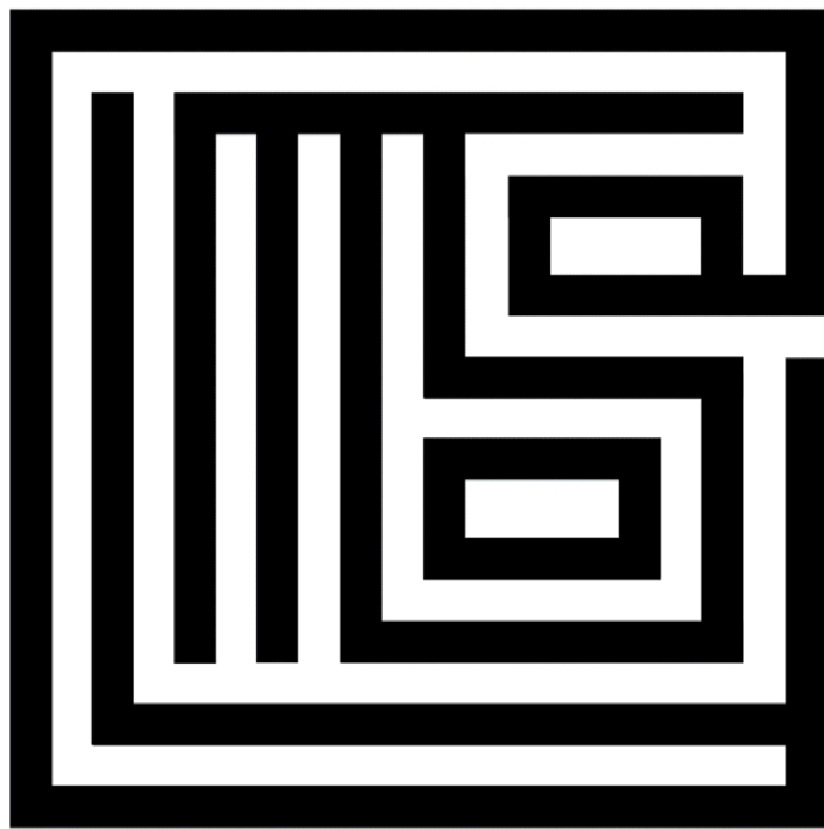


IPOPENG EXT. THEBE MAGUGU A | W 2020



GOJIJI, KHAYELITSHA FASHION WEEK, 2019





LESIBA MABITSELA STUDIO

What to Note About AGOA

- AGOA is not permanent
- AGOA is a preferential, non-reciprocal trade agreement and not a free trade agreement
- Rules, conditions, access, individual beneficiary status can change when the US Congress / President decides
- The US market is highly competitive yet a massive consumer market – if you successfully sell to the US, you can be competitive anywhere

Benefits of AGOA

..... to SSA /the Exporter

- duty-free access – competitive advantage
- 6,500 tariff lines
- access to the largest single market in the world
- encourages export diversification
- encourages regional integration + production sharing
- job creation 350,000+ direct jobs in SSA, 1000,000 in the USA
- supports value chain development and economic growth

AGOA RULES OF ORIGIN

Apparel Rules of Origin

- AGOA's 'wearing apparel' provisions reflective of the historic sensitivities around the trade in garments
- Countries must first implement an apparel 'visa system'
- Once qualified, eligible countries may ship garments duty-free in a number of different categories, incl.
 - Apparel from foreign fabric made in a lesser developed country
 - Apparel from regional fabric from U.S. or African yarn
- Subject to (theoretical) quota based on total US imports

USAID TradeHub support to exporters

1. Buyer- seller linkages

- US buyer missions to the region;
- Trade Show participation support for regional firms;
- B2B activities

2. Development and implementation of AGOA Utilization strategies.

3. Technical resources



Firms responsibilities

1. Export readiness
2. Collaborative spirit
3. Responsiveness to buyer requests



Key Resources

- African Growth & Opportunity Act: <http://trade.gov/agoa> | www.agoa.info
- US Trade Representative: www.ustr.gov
- Trade Law Centre: www.tralac.org
- US Int'l Trade Commission: www.usitc.gov
- US Food and Drug Administration: www.fda.gov
- US Department of Commerce: www.doc.gov
- Office for Textiles and Apparel (OTEXA): <http://otexa.ita.doc.gov>
- International Trade Administration: www.trade.gov
- US Department of Agriculture: www.usda.gov
- US Customs and Border Protection: www.cbp.gov
- SOURCE Africa: www.sourceafrica.co.za

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COUNTRY REPRESENTATIVE CONTACT DETAILS

To access videos and presentations from previous USAID Trade Hub webinars visit:

www.satihub.com

UPCOMING ALLFASHION SOURCING WEBINARS IN PARTNERSHIP WITH USAID TRADEHUB

Sustainability in Fashion

Held in partnership with
USAID TradeHub

September 23, 2020

What USbuyers look for
in products imported
into America

Held in partnership with USAID
TradeHub

September 29, 2020



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TRADE
+INVESTMENT
HUB

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