



INVITATION TO PARTICIPATE IN THE FASHION MENTORSHIP PROGRAMME

Business Support, Tourism and Markets Unit invites fashion designers, and fashion houses within EThekwini Municipality to be part of a 10 months Fashion Mentorship Programme. The programme aims to capacitate and empower local fashion designers, facilitate market opportunities and network opportunities in order to ensure growth and sustainability of their fashion businesses.

The program will consist of 7 pillars:

- Business Development workshops
 - Cost & Pricing
 - Quality Control
- 5-days international industry workshop that will be facilitated by a fashion analyst;
- 4-day Durban Fashion Fair - Fashion Shows - Fashion Industry Workshop - Pop-up Shop
- Participation on the Fashion Pavilion during the Durban Business Fair;
- Participation on the adopt a designer programme
- Participation on the access to markets opportunities

A presentation will be held on Thursday, 05 November 2015 between 9:00 and 11:00, at SEDA ASGISA Hall. All interested fashion designers and fashion houses are requested to forward the following information:

- Company Profile
- Individual Profile/CV. Attach copies of Matric Certificate / Diploma / Degree certificate/s
- Certified copy of ID
- Letter of Motivation – why you should be selected for this program; your future fashion business prospects
- Professional Portfolios – showing clothing range you're currently working on or have worked on for the past 12 months Proof of residents.

The above documents must be delivered by no later than Friday, 27 November 2015 between 08:00 and 16:00 to the following address: Business Support Tourism and Markets Unit 11th Floor 75 Dr Langalibalele Dube Street Durban

All applicants should indicate if their businesses are registered. If not, the Unit will assist the designers with the process of registration through SEDA. For more information and enquiries contact Nondumiso Mhlongo on 031 311 4578 or by e-mail: Nondumiso.Mhlongo@durban.gov.za.

Sibusiso Sithole
City Manager

