

The Hive Network Johannesburg and The Instituto Feira Preta presents:



*An extended report on the
South African and Brazilian fashion industries.*



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THE LOOK

An extended report on the South African and Brazilian fashion industries.

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Introduction

Ever since people started making and selling clothes, the world of fashion has been dominated by innovations in manufacturing, branding and market delivery. From the production lines, to the catwalks – the fashion industry seems to always be a step ahead of even the swiftest changes (as we saw during the recent pandemic).

This report looks at the thriving textile and fashion sectors in two developing economies, South Africa and Brazil; exploring some of the innovations, challenges and funding opportunities available to entrepreneurs in both countries. Finally, we'll look at some of the biggest conversations surrounding sustainability in the industry and the future of fashion as we know it.

For the fashion-lover, this aims to be an interesting read that informs you about the processes and business behind the clothes you love.

For the creative entrepreneur, this report aims to be a valuable resource, helping you stay informed, navigate challenges and take your startup to the top.

Some
background
into the
South African
and Brazillian
clothing
industries





“I believe that Brazil has a great wealth in the field of fashion, but that it does not have the same appreciation and recognition as other countries.”

– Kathleen Lauane Barbosa da Silva, founder of [Histeria Afro](#)

Some background into the South African and Brazillian clothing industries

Brazilian clothing industry

- While Sao Paulo Fashion Week (SPFW) is Brazil’s only feature on the international fashion calendar – the Latin American nation has its own major events, like Rio Moda Rio, Vest Rio and Minas Trend.
- Famously known as the home of many top models, the South American nation has recently worked hard to get rid of stereotypes, like being known as the land of tiny bikinis, rubber flip-flops and Victoria’s Secret models.
- Despite large fees and taxes that hinder exports, Brazil has a number of innovative, quality fashion brands that have managed to reach the international stage. Brands like Osklen, Isabelo Capeto and Glória Coelho all form part of this list.

The Brazilian fashion market has been trying to find and establish its own identity for some years now. Most of the nation’s fashion market is dominated by fast fashion and still heavily influenced by international fashion brands & events; with beachwear/ swimwear being among the only categories where the world takes reference from Brazil. There are some niche brands with a lot of Brazilian heritage/ identity; although these are usually aimed at the country’s elite.

Above these identity struggles, Brazil’s wealth of natural resources presents a unique opportunity for local and international fashion brands to complete their entire production processes without having to leave the country.

Some background into the South African and Brazilian clothing industries

South Africa

- South Africa's fashion industry was responsible for as much as R1billion of the country's GDP for 2019.
- With a rich, timeless heritage, Africans in general have a deep history of luxurious practices and a legacy of craftsmanship in architecture, creative arts and fashion. An example is Laduma Ngxokolo's unique technique, inspired by his isiXhosa culture.
- In 2019, South African Designer, Thebe Magugu became the first African to win the prestigious LVMH (Moët Hennessy Louis Vuitton) Prize, awarded to the global fashion industry's most promising prospect. In 2021 - SA designer Lukhanyo Mdingi has made the shortlist of 9 finalists.

With rising stars like Thebe Magugu, Rich Mnisi and Laduma Maxhosa; South African Fashion is currently evolving and experiencing increased international demand. Hot on their heels, a bustling entrepreneurial culture has given rise to a number of exciting designers and creative fashion startups.


Meanwhile, as African-inspired fashion and aesthetics take the forefront in music, movies and other media across the world, some of the continent's emerging designers could get a golden opportunity to turn their thriving fashion startups into global superpowers.



“South African fashion is currently evolving and experiencing a lot of international demand.”



**Challenges
faced by
the industry in
both countries**



“The ‘Brazilian Surcharge’ refers to high taxes, poor transport infrastructure and outdated labour laws which make it difficult to move Brazilian goods for a reasonable price.”

Challenges faced by the industry in both countries



Source: https://www.challenges.fr/economie/apres-le-confinement-la-crise-les-petits-entrepreneurs-retiennent-leur-souffle_717547

Major challenges in Brazil

While Brazil’s development has benefited many sectors of its economy, pundits claim the country still limps along in the world of couture. Many blame government-imposed barriers like high taxes on manufacturing, which prevent local producers from selling more of their wares overseas.

Despite its massive domestic market being dominated by local players, the country represents major operational challenges for them. In fact, only a handful of international players have successfully broken into the Brazilian fashion industry. Some of these obstacles are widely known as macroeconomic instability, red tape and a complex tax system, altogether resulting in high costs of doing business.

“Manufactured goods here still suffer from the so-called Brazilian surcharge,” said clothing manufacturer [Oskar Metsavaht](#). The ‘surcharge’ refers to high taxes, poor transport infrastructure and outdated labour laws which make it harder to export Brazilian goods for a reasonable price.

Challenges faced by the industry in both countries

Major challenges in South Africa

With longstanding infrastructural challenges, the African content presents a flurry of unique challenges to designers and fashion entrepreneurs. In an earlier-quoted article, Industrie Africa founder – Nisha Kanabar – speaks on some of these challenges and suggests digital infrastructures as a strong possible solution.

“As a fashion industry, it’s clear we’re lacking in infrastructure—whether that pertains to channels of distribution, access to information from a customer or business perspective, or fashion skill development for the young generation”

Nisha Kanabar, quoted on [Industrie Africa](#)

Another major challenge is that most fashion education, throughout Africa as a whole, only focuses on garment design; which means most designers who go through the formal education system are not equipped with adequate business knowledge, marketing know-how and other specialised areas of the fashion business.

For South African fashion entrepreneurs, if they cannot find valuable partners, this lack of adequate education usually leaves them unprepared for some of the challenges that face fashion startups in the industry.

Above the challenges specific to both nations and many other developing economies, there are a multitude of issues challenging the global fashion industry. With information and technology empowering many consumers, brands have to try harder to connect with them while finding new ways to cater to their growing needs.

The following section explores some of the funding solutions fashion entrepreneurs can use to boost their startup journeys and better prepare for some of the industry’s challenges.

A woman with short dark hair, wearing a teal and black patterned top, is holding a microphone and speaking. She is standing in a clothing store with several teal patterned shirts hanging on a rack behind her. The background wall is white with some red decorative elements. The text is overlaid on the right side of the image.

“I think there isn’t enough fashion education. The focus is only on one part which is the garment designers but there is no accessory design education. There are no opportunities for accessory designers. All the top fashion scouting programmes focus on garment designers. All the development programmes also focus on garment designers. This is making the accessory part of the fashion industry stagnant, if compared to other countries.”

Samkelisiwe Mhlongo Setshedi, founder of St. Reign



As a continent of 54 vastly different economies, Africa is one of the most complex regions to navigate in the world.

Nisha Kanabar, quote shortened from [Industrie Africa](#)

Funding opportunities for fashion entrepreneurs

As in several industries, one of the key challenges facing fashion entrepreneurs is a lack of capital and business-development support throughout the startup journey. Whether secured through angel investors, funding organisations or other avenues – getting access to funding and other valuable resources can make a big difference to the aspirations of any business venture.

Many entrepreneurs are constantly searching for opportunities to access capital, resources and valuable business networks. The following section lists some of the options available for fashion startups in Brazil and South Africa.



**Funding opportunities
for fashion entrepreneurs.**

Notable Organizations in Brazil

1. Faster Capital is an online startup accelerator based in Dubai Internet City, UAE. The program operates in many countries including Brazil, and usually provides upcoming businesses with assistance, support, capital and other resources in exchange for equity. The assistance they provide can either be technical support or business development services.

To get in touch with Faster Capital, visit fastercapital.com or just reach out to them via WhatsApp (+971 55 585 5663).

2. Google for Startups Brazil - Black Founders Fund is a funding program that supports black founders startups in Brazil. The Google for Startups initiative in the United States and countries in Europe, one of its star qualities being that it offers equity-free resources and other support.

Through the Black Founders Fund, Brazilian entrepreneurs have access to Google's extensive support network, premium Google products and a selection of mentors, ready to provide advice and assistance to entrepreneurs' challenges.

The Black Founders Fund is a fairly new initiative, with applications having started in September 2020. Currently, only startups with self-identifying Black leaders and entrepreneurs are eligible to get this funding. For more information [visit their website](#)



**Funding opportunities
for fashion entrepreneurs.**

Notable Organizations in South Africa

1. Jozi Angels is an investor network based in Johannesburg, South Africa. They invest their personal funds in innovative early stage companies, helping them grow through the assets they bring (knowledge, networks and capital). The organization sources, screens, assesses, structures and invests in different types of business deals to support startups.

Through their network of collaborators and partners, the Angels have access to the best upcoming startups around South Africa and even those going through accelerator programmes.

To apply for this funding, you have to complete a form on their [website](#).

“Funding is very important in fashion, especially for African creatives who are still trying to find their footing.”

Oluwatosin Ogundadegbe, Creative Director, Stylist, Fashion Consultant and Fashion Writer.

2. African Fashion Foundation (AFF) is a non-governmental organization based in Accra, Ghana. The organisation is dedicated to empowering African fashion designers and creative professionals to succeed in the global fashion industry. For fashion startups, AFF has the benefit of being more focused on their needs.

To date, the AFF provides startups with professional and educational development opportunities in partnership with established players in the fashion industry. Their main goal is to find startups that aim to support the success and progression of the African creative economy.

To get your hands on this organization and funding opportunity all you have to do is visit africanfashionfoundation.org and get in touch via their contact numbers and/ or email address.





“Consumers are no longer cool with just buying fashion products; they now have the desire (and power) to connect, belong and live vicariously through the brands they buy.”

Valuable Technology for the Fashion Industry

The fashion industry has always thrived on technological innovations, from textile production and market-delivery. Today, one of the biggest challenges for many fashion brands is that they increasingly lag behind consumer’s expectations.

Today, the role of the consumer has shifted from one of passive observance, to one of enabled dominance. Consumers are no longer content with simply buying fashion products; they have the desire (and the power) to interact, belong, influence and live vicariously through the brands they buy.

Informed, selective, and in charge, they care about how they look in public and on social media. A number of consumers use digital channels before, during or after making their clothing purchases.

Valuable Technology for the Fashion Industry

The Data Revolution

Getting your business data-driven is one of the best ways to keep up and compete with more established brands. Houses like [Miu Miu](#) and [Stitch Fix](#) use data to predict the rise and fall of fashion trends (more about trends later).

Predictive analytics consider everything from climate factors, to social groups' colour preferences, social media trends and political movements. The benefits of using data in fashion are numerous; from allowing brands to only produce pieces consumers want to wear, to reducing waste and connecting the right consumers with pieces they will enjoy. In these ways, data helps brands run more efficiently, while giving them room to innovate and balance supply & demand.

There are no more typical consumer segments, no more geographies, and no more one-size-fits-all solutions.

It used to be that consumers wore whatever designers created. Those days are over, and fashion brands now use data to understand customer preferences, monitor their shopping behavior and create products that meet their needs. The future of fashion is data-driven: by leveraging data on consumer trends, brands can create pieces consumers are most likely to purchase.

Tip: Google Trends Search

Google Trends is a search trends feature that shows how frequently a given search term is entered into Google's search engine relative to the site's total search volume over a given period of time. This is a great tool to see what people geographically search for, this could be used to inform targeted marketing on social media.



A person is shown from the chest up, wearing a dark jacket with a complex, light-colored pattern. The background is a vibrant, abstract mix of orange, red, and purple hues. The person's face is partially visible in profile on the right side of the frame.

“In today’s fashion, predictive analytics consider everything from climate factors to colour preferences, social media trends and political movements.”

Digital Delivery

Fashion is one of the most challenging fields, highly impacted by global economic uncertainty, distinct trends, and social & industrial changes. In response to the pressure for growth and cost efficiency, many brands have a series of ongoing initiatives aimed at improving their speed to market and help them implement sustainable innovations into their product design, manufacturing and supply chain processes.

Particularly in the age of Covid-19, consumers increasingly prefer the convenience and speed of online shopping, even if it means not being able to try an item on in person.

“As online penetration accelerates and shoppers demand ever-more sophisticated digital interactions, fashion players must optimize the online experience and channel mix while finding persuasive ways to integrate the human touch.”

Nicolaus Li, Senior Editor at HYPEBEAST

While this shift towards digital holds true for many developed economies, the challenges and shortcomings within emerging economies has left them playing catch up in these areas. Despite such obstacles, the story of South Africa and Brazil show's different trajectories.

- According to Statista, Brazil is Latin America's largest e-commerce market (in Africa, this title belongs to Nigeria). Brazil's online shopping revenue for 2020 amounted to 126.3 billion Brazillian Reals, with most of those sales completed on mobile devices.
- In 2019, e-commerce only accounted for 2% of South Africa's total retail spending (compared to a 16% global average) – with data costs and a lack of delivery infrastructure in underdeveloped areas being the key issues.

This difference in results for both nations shows that it is possible for emerging markets to break the digital barrier. For South Africa, solving its data and delivery problems could very well be the key to unlocking the true potential of their fashion industry.

The future of fashion is happening online, and brands will have to adjust how they create and sell clothing to make it work in a digital world. The successful fashion brands of the future won't just make their clothing available online – they will create an immersive digital shopping experience with options like virtual fit or sizing tools.

AR and VR in retail fashion

Humans love experimenting and are intrigued by new things. Research has revealed that over 30% of shoppers think the traditional retailer-customer relationship leaves much to be desired. AR and VR technology could do a lot to spice up this relationship.

The following section serves as a resource pack to introduce interested readers to what AR & VR Technologies do, how they are being used in fashion and what some of our favourite applications have been.

AR makeup and makeovers, VR catwalk shows, virtual fitting-rooms, augmented clothing, and other exciting novelties - fun, curiosity and convenience are the major drivers behind the AR & VR retail revolution.





Read more about Virtuality Reality in Fashion: [Go to fashionweekonline.com](https://fashionweekonline.com)

“ When you shop online you can’t touch a product or try it on. As a result, many of us own a lot of clothes we never use because they feel bad, look cheap, don’t fit our body type, don’t go with our wardrobe or just don’t meet our expectations. Many online retailers use photos which persuade consumers to buy, without giving them a true reflection of the product. “

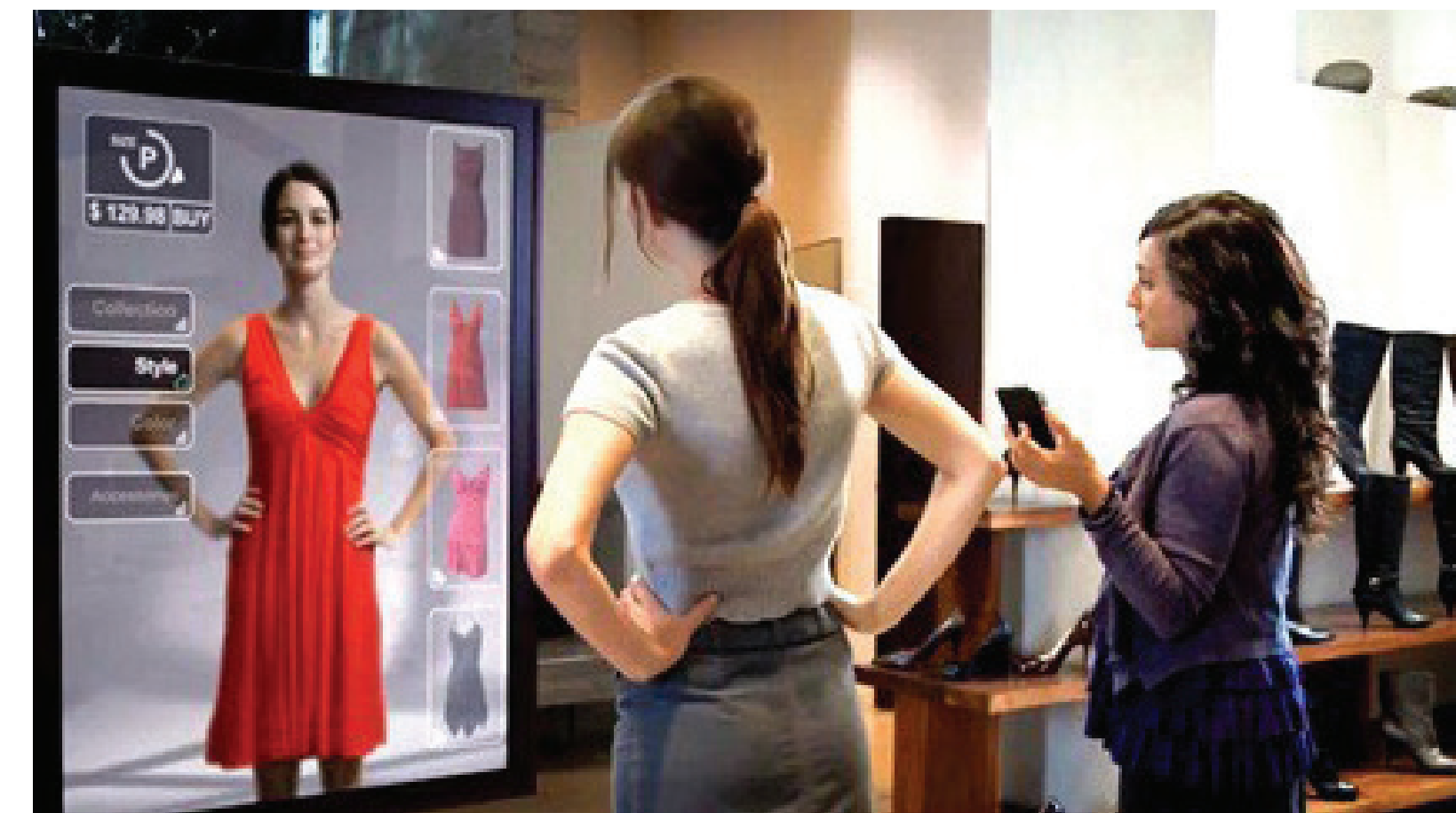
From an article on pixelplex.io/blog

What is Augmented Reality or Virtual Reality?

According to [Gartner](https://www.gartner.com), Augmented reality (AR) is the real-time use of information in the form of text, graphics, audio and other virtual enhancements integrated with real-world objects. It is this “real world” element that differentiates AR from virtual reality. AR integrates and adds value to the user’s interaction with the real world, versus a simulation.

Virtual reality (VR) provides a computer-generated 3D environment that surrounds a user and responds to that individual’s actions in a natural way, usually through immersive head-mounted displays and head tracking. Gloves providing hand tracking and haptic (touch sensitive) feedback may be used as well. Room-based systems provide a 3D experience for multiple participants; however, they are more limited in their interaction capabilities. “

– From digitaltyic.com/blog



Read more about Augmented Reality: Go to digitaltyic.com

AR and VR in retail fashion

Famous brands augmented: try-on apps, VR shows, and more use-cases

There are already many real-life examples of AR and VR being deployed for fashion retail purposes. Here is an incomplete list of the brands applying virtual reality tools for customer onboarding and retention:

Converse Shoes

Converse Shoes arm their customers with Sample — an AR try-on app. No need to waste time on lacing and unlacing — just aim your mobile device cam at your foot and swipe the Converse models until you find what you need.

Zara

The leading Inditex brand disrupts the concept of window shopping with its 120 augmented reality displays. By holding your phone up to a special sensor, you can see a catalog model demonstrating a selected look. You can also buy a displayed item literally right through the window, by clicking on its image on the phone screen.

Louis Vuitton

Another innovative example of an augmented window display. The famous luxury brand turned 35 of its storefronts into magnetic shows. There are virtual roller coasters, golden dinosaurs, and balloons, all attracting crowds of kids and adults. These work-of-art windows serve no practical purpose, but they do function really well on a deeper level by increasing brand appeal and customer loyalty.

H&M

Recently, this fast fashion giant presented 6 AR image filters to promote its new streetwear collection. Instagram users can apply these filters to augment one of the music videos accompanying the campaign. Users can then share their version of the song with friends and followers, thus spreading the word about the collection.

Burberry

Burberry's Embedded Experience AR tool uses Google search. This tool lets customers integrate a company's product into their actual environment. Naturally, they find VR or AR shopping more immersive and entertaining.

Chanel

In 2020, Chanel organized an event called the Augmented Reality Snow Globe to celebrate Christmas and engage with customers. For four days, a New York boutique hotel was turned into a festive semi-digital shopping area. Those outside the city could “attend” the event by downloading a special app or using a Snapchat lens. The show helped bring many existing and potential customers closer to the brand.

Wannaby

The company uses AR apps to enable people to try on virtual shoes, jewelry, and different shades of nail polish.

TopShop

Topshop uses augmented reality fitting-rooms for their stores. This means customers can skip a visit to a normal dressing room and instead try some new clothes without taking off the ones that they're wearing.

L'Oreal

L'Oreal recently bought Modiface, an AR makeup app, before embarking on a collaboration with Facebook. The aim is to use augmented reality to promote their products via Facebook's camera services. Users can now see the effects of beauty products, including makeup, without actually putting them on.

Prada

In 2019, Prada launched The Augmented Sunset Resort Show to highlight its new resort collection. A former piano factory was digitally transformed into a jaw-dropping cityscape with floating light-and-color panels projected onto naked concrete walls. With models walking the runway within the panels of the building, the show proved to be a great mix of analog and digital virtual reality.

AR and VR in retail fashion

While the price of AR & VR products make the technology impractical for many startups to acquire, what's most important for entrepreneurs is keeping in touch with industry changes and waiting to see how this ever-evolving digital landscape can help them grow their businesses.

Virtual reality, Augmented reality and digital fashion has opened up a world where raw materials are not an issue in the production of fashions' artistic expression. It is limitless to the imagination and creativity of the designer.

The following are some more of our favourite examples of innovative technology in fashion:



Digital Showcases and Try-ons

As seen on this [Wikipedia page](#), Digital fashion garments can be posed and composited onto photographs which can then be uploaded to social media to showcase the outfit.



Virtual Sneakers

Gucci has a digital sneaker that retails at \$17.99. Users can wear the sneakers within selected augmented reality environments. Buyers receive a blockchain contract certifying ownership of the sneaker.

Gucci's virtual sneakers being 'worn' by Alyx Gorman. A collaborator in creating them. Gorman believes that in five or maybe 10 years, a relatively big chunk of fashion brands' revenue will come from digital products. Photograph: Gucci



Digital Clothing For Sale

Digital Couture is a digital-only fashion brand that trades in virtual realities. The Iridescence Digi Couture Dress (pictured below) was sold for \$9500.

The Iridescence Digi Couture Dress.
Learn more: <https://www.thefabricant.com/iridescence>

Fun, curiosity and convenience are the major drivers behind the AR & VR retail revolution.

In the fashion world, AR & VR markets are starting to pick up speed, influenced and supported by growth from other industries. With the rise of innovations like digital currencies, startups need to consider the possibilities like digital royalties as part of their business models.

While physical clothing items will forever be present in our lives, digital fashion is likely to start growing in the luxury brand sphere, marketed as aspirational items, before trickling down to the other markets.

Until then, exploring the possibilities isn't a bad idea, especially when entrepreneurs lack the resources to create the garments they've always dreamed of.





Fashion Trends

Beyond using technology to get ahead, a tried and tested fashion marketing tactic is that of creating or capitalising on trends. There are many influences and factors that decide fashion trends, but their main benefit for brands is that they contain information about audiences' needs, and allow producers to develop and manage market expectations for set periods ('in' seasons).

Since trends can be so versatile and difficult to describe, we used our Instagram polls to collect some of the most-loved youth fashion trends in Brazil and South Africa. View our results below.



Pearl Rings

A Brazil fashion blogger, Bruna Freitas says she has always loved pearls, so she loves that they are back. The accessory has been redesigned and now brings more modern versions of the stone, like the mix with other metals or in equal formats that gives a different look to the piece.

A ring made by Burle Marx. Source: 1stdibs.com



Leather

Sometimes fashion trends can be centred around specific materials. An example of this is leather (hopefully the eco-friendly type), which can make an instant difference to any look. Leather pieces are the trend of 2021. Like the ones worn by Sofia Coelho (pictured). The oversized straight leg pants make the look funkier.

Photo: @sofia



Multicoloured Accessories

Fun accessories are certainly the coolest trend of 2021. They have a fun look, and anything goes - whether you're combining pieces of different sizes and materials, super-colorful accessories, or several statements together.

Source: Twitter(@wuzgood)



Pleated Tennis Mini Skirt

Some trends are rooted in popular culture and social interactions, as can be had from the different names South Africans give to specific fashion items or trends.

This short number was the biggest summer fashion trend (2020/2021), earning the name, "Please call me" from locals.

Source: Instagram(@mmaketi_langa)



Oversized Blazers

Some trends last longer than others, as is the case with oversized blazers, which have been "in" for some time now. Whether you're pairing one with biker shorts, straight-leg denim pants or a maxi dress, try this timeless style with almost anything. Feel free to play around with textures or different types of fabric.

source: Instagram (@LulamaWolf)



Baguette Bag

While some fashion trends stay on top, others come and go. An example of this is these cute baguette bags, making their return as a colourful blast from the past.

Source: Instagram(@sabrinnankosi)



“The pace is really fast
and it’s hard to keep up.
Trending today and old
fashion a week later”

Bongukwanda Siphesihle Zulu, founder of [Drip by Sphe](#)



Big Talk: Sustainability

While the first part of our report focused on ways the economy and business of fashion is evolving, part 2 looks at some of the environmental costs that come with the manufacturing of our clothes, and some ways the fashion industry (and its consumers) could clean up their act. And possibly become a force for good.

Big Talk: Sustainability

Sustainable Fashion

Fashion has long been one of the biggest contributors to waste and climate change, largely because of its unsustainable and non-eco-friendly production methods. But the tides are changing, and brands are moving towards more sustainable fabrics and manufacturing methods. Fast fashion, which was popular for its ability to quickly and inexpensively reproduce runway looks, is in decline in favor of “slow fashion” – pieces that are designed to be longer lasting.

Eco-friendly practices we are here for




In 2021, sustainable fashion is a hotly debated and extensively covered topic throughout media and industry circles around the world. More and more clothing companies are transforming their business models and changing their supply chains to reduce their environmental impacts and improve social conditions in their factories, etc.

There are many different approaches to (more) sustainable fashion. Some voices emphasize the importance of making clothes in a more environmentally-friendly manner, while others advocate for secondhand/vintage markets – highlighting the benefits of swapping, renting or borrowing clothes as opposed to buying newly-produced ones. All strategies promoting more environmentally, socially and ethically-conscious production and consumption are important steps towards a more sustainable industry.

5 ideals for a sustainable fashion industry

- Clothing should be manufactured on demand or custom made.
- Clothing should be manufactured in an environmentally friendly manner, emphasizing high quality and timeless design.
- Ethical issues like child labor, inhumane wages, employee wellness and safety, environmental degradation and animal cruelty should be considered throughout the entire production process.
- When clothes are worn beyond repair, they should be returned, recycled and reused to make new clothes or other textile products. Ideally, instead of buying newly produced clothes, one should consider renting, borrowing or swapping clothes.
- Buy second hand or vintage clothing.



“We should consume clothes that require minimal maintenance in terms of washing and drying. We can then continue to wear these clothes for several years, and when they eventually need to be discarded, we can do it responsibly - by recycling, up-cycling, donating and so on

Dr. Lorna Christie

Does the fashion industry waste water?

The fashion industry is a major water consumer. Huge amounts of fresh water are used in the dyeing and finishing processes of all of our clothes. It can take up to 200 tons of fresh water to dye one ton of fabric.

Also, cotton needs A LOT of water and heat to grow, but it is usually grown in warm, dry areas. Up to 20,000 liters of water are needed to produce just 1kg of cotton.

Did you know?

A well-known fact is that it takes about 10 000 litres of water to make 1 pair of jeans.



Does the fashion industry waste water?



Cape Town Water Crisis.
Source: www.thirdworldcentre.org

Each year the global fashion industry gulps down trillions of litres of fresh water, together with massive amounts of chemicals. The wastewater from the industry is dumped, often untreated, into rivers that bring its toxic content to the ocean, where it spreads around the globe.

**The fashion industry uses about
1.5 Trillion litres of water each year.**

**200 Tons of fresh water is needed to dye
one ton of fabric.**

**750 million people in the world do not have
access to drinking water.**

in Brazil

Over the last 10 years, Brazil's textile industry has cut its use of water in production by 90% by using modern technologies. According to the Brazilian Associate of Textile and Clothing Industry (ABIT), the water used to produce 1kg of fabric has fallen by as much as 100 liters in the last decade.

Among the methods they use to reduce water usage are – dry cleaning, wastewater treatment and the treatment of effluents. ABIT president Rafael Cervone said, “In the textile and clothing industry, the cost of water and electricity are very relevant. Therefore, we had to adapt to a global reality, which includes changes in the production process, economic and environmental issues. Those who have not adapted, eventually become bankrupt.”

**3 Million Brazillians don't have access to clean water.
24 Million people lack access to adequate sanitation.**

in South Africa

South Africa is a water scarce country with an average annual rainfall that's less than 60% of the global average.

According to The South African Department of Water Affairs and Forestry, which is responsible for the management of water resources throughout the country, (fashion) industrial effluents are considered to be one of the most problematic pollutants in the KwaZulu-Natal coastal area; especially in terms of color, chemical oxygen demand (COD) and salinity (amount of salt in a body of water).

**5 million people lack access to clean water.
South Africa is approaching physical water scarcity by 2025
15 million people lack access to basic sanitation**



Conclusion

Whether it's virtual clothing being rocked online or "fast" fashion helping us make statements in the street – it's clear that clothing will always be a part of human society. The environmental challenges posed by the production of our favourite clothes call upon all of us to do better and hold the brands we buy from accountable.

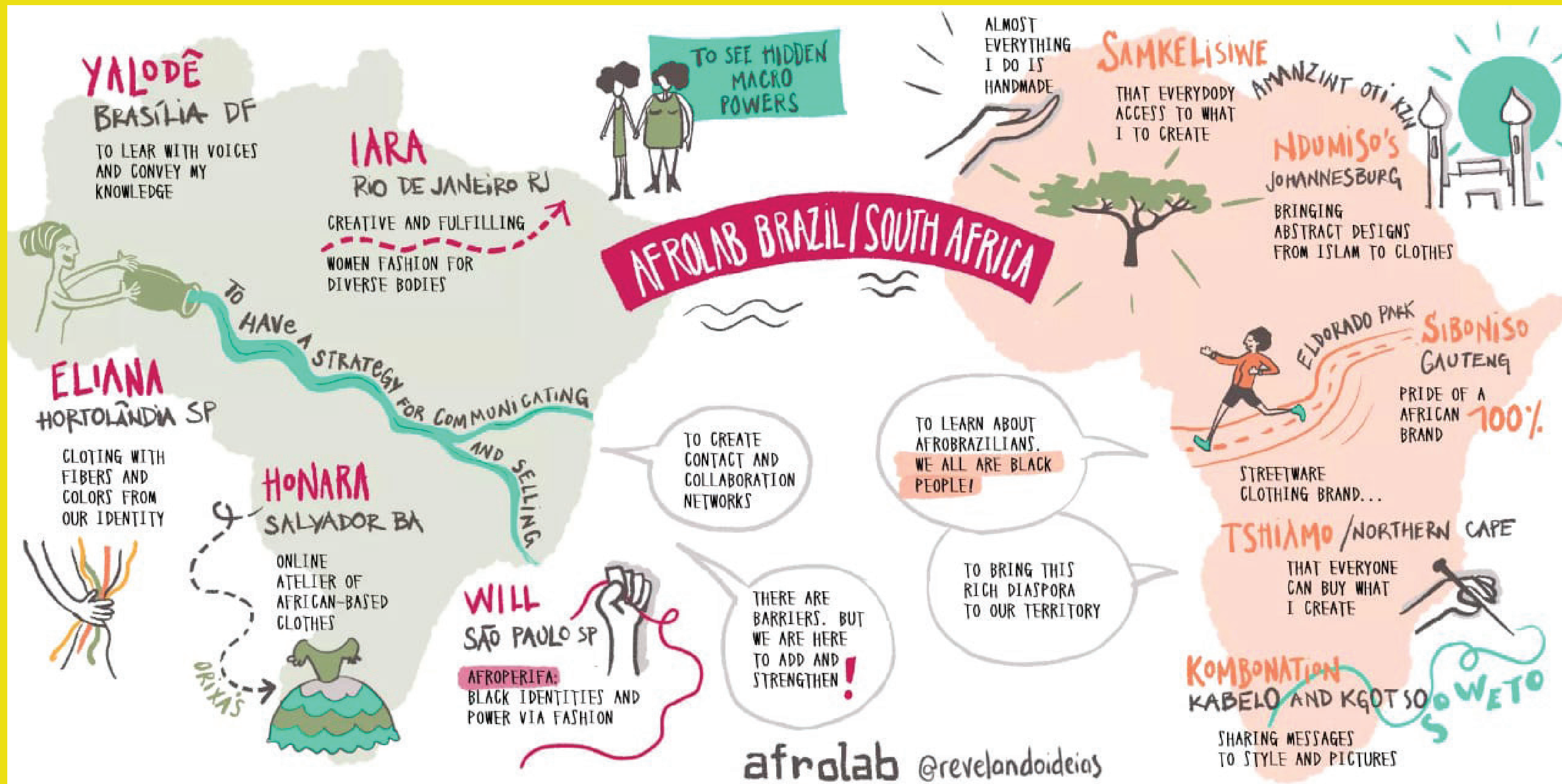
As the global industry makes strides in digital innovations, the African fashion industry still requires a lot of social and infrastructural development. Despite this, the creative potential of countries like South Africa holds a lot of promise and cause for excitement.

While both developing nations share some of the same challenges, in Brazil the main thing to improve would be government or state support and protection of local fashion startups. With so much work already done on the culture, structure and environmental factors of the current industry; Brazillians have to work hard to ensure that their economy reaps the full benefits of their progress.

For fashion entrepreneurs, we hope this report has added some valuable information to your startup journey. Read more about the organisations who put this together to find out how you can connect with them, and hopefully grab more opportunities.

Conclusion

Featured Fashion Businesses



This report was compiled using information from several (listed) sources; and interviews with participants from our Brazil/South Africa - Afrolab Digital Interchange

Read about the featured startups below:

Conclusion

Featured Fashion Businesses

Ara Cor

by Lara Moraes da Silva Alves
Rio de Janeiro - Brazil

Ara Cor is a fashion brand that fosters body inclusivity and makes the most out of waste material by finding creative ways to reuse it.

Contact details

Instagram [@use_aracor](#).

Website: <https://feirapreta.com/marketplace/seller/profile/shop/700290147>



Nomgenge Duo

by Siboniso Nomgenge
Eldorado Park - South Africa

(ND) Nomgenge Duo is a clothing brand that seeks to empower young South Africans and reflect positive stories about the country's most infamous communities.

Contact details

Instagram: [@nd_nomgenge_duo](#)

Website: <https://nomgengeduo.co.za/>



Conclusion

Featured Fashion Businesses

Griffe Criolê

by Eliana Maria Alves tavares
Hortolândia, São Paulo - Brazil

Griffe Criolê is a fashion company built to create products that represent its (Brazilian) founders' ancestry and cultural identity.

Contact details
Instagram: [@grifecriole](https://www.instagram.com/grifecriole)



In'exousia Fashion

Tshiamo Mothelesi
Kimberly, Northern cape - South Africa

In'exousia Fashion is founded by a fashion designer and jeweller, In'exousia creates bold pieces that represent the ideal of African freedom.

Contact details
Instagram: [@tshiamo.m_accoutre](https://www.instagram.com/tshiamo.m_accoutre)



Conclusion

Featured Fashion Businesses

AfroPerifa

by Willian André Alves Carvalho dos Santos
São Paulo - Brazil

AfroPerifa is a clothing brand that aims to ensure all black and peripheral people are represented in the fashion world. AfroPerifa also aims to play a part in skills development efforts around the world.

Contact details

Instagram: [@afroperifa](https://www.instagram.com/afroperifa)

Website: <https://feirapreta.com/marketplace/seller/profile/shop/afroperifa>



Intuition

by Ndumiso Jako
Germiston, Johannesburg - South Africa

Intuition is a brand that focuses on showing the power of human intuition by merging fashion with architecture. The brand was built on the founder's need to create clothes that fit his fresh and cool dress sense.

Contact details

Instagram: [@likhayalakhos_studios](https://www.instagram.com/likhayalakhos_studios)

Website: www.intuitionstore.net



Conclusion

Featured Fashion Businesses

Kombonation

by Kgotso Selomah and Kabelo Sello
Soweto, Johannesburg - South Africa

Kombonation is a visual storytelling conglomerate centred around fashion. Kombonation aims to build a strong team that will enable them to become an agency that can resolve brand problems while showcasing their fashion.

Contact details

Instagram: [@kombonation](https://www.instagram.com/kombonation)

Website: <https://www.thehivejohannesburg.com/portfolio/kombonation/>



Ayó Mesãñ Ateliê

by Honara Paixão
Salvador, Bahia - Brazil

An afro-diasporic and indigenous fashion company that sees fashion as a tool for social change. They create ancestral adornments from recycled materials.

Contact details

Instagram: [@ayomesanatie](https://www.instagram.com/ayomesanatie)

Website: <https://feirapreta.com/marketplace/seller/profile/shop/700312104>



Conclusion

Featured Fashion Businesses

Histeria Afro

by Yalodê da Silva
Águas Lindas de Goiás - Brazil

An afro-diasporic and indigenous fashion company that sees fashion as a tool for social change. They create ancestral adornments from recycled materials.

Contact details

Instagram: [@histeriaafro](https://www.instagram.com/histeriaafro)

Website: <https://feirapreta.com/marketplace/seller/profile/shop/700269300>



St. Reign

by Samkelisiwe Mhlongo -Setshedi
Amazimtoti, Durban - South Africa

St. Reign creates quality affordable leather accessories and aims to push boundaries by becoming a platform that trains and empowers young people with an interest in leather crafting.

Contact details

Instagram: [@st_reign](https://www.instagram.com/st_reign)

Website: <https://streign.co.za/>



Conclusion

About the collaborators

This report is the result of a collaboration between two organizations – The Hive Network Johannesburg and The Instituto Feira Preta, based in Brazil.



The **Hive Network Johannesburg** was a catalyst for creative entrepreneurs in Braamfontein, Johannesburg that consisted of 2 parts: **The Hive Network SA**, a for-profit creative agency designed to connect talented and experienced creative entrepreneurs with opportunities that drive economic growth for themselves and the creative sector; and **The Hive Network NPC**, a non-profit accelerator programme for creative enterprises in South Africa – the perfect place for game-changers to connect, collaborate and celebrate.

PretaHub



The Instituto Feira Preta is an accelerator and incubator for black businesses. The organization promotes entrepreneurial education and helps develop black business networks throughout the territory of Brazil. The institute's main initiative is Feira Preta (which directly translates to 'The Black Fair'), an annual festival which brings together black entrepreneurs from the worlds of art, fashion, beauty, gastronomy, audiovisual media and journalism among other sectors. Founded in 2002, the festival will be 20 years old this year (2021).

This collaboration is part of **Afrolab**, a programme created in 2018 as a transformative classroom immersion to support the development of black women entrepreneurs in Brazil. Afrolab is a unique, integrated experience tailored to the needs and wishes of African Brazilian entrepreneurs.

Supported by The British Council's DICE (Developing Inclusive Creative Economies) programme.



DICE is a global programme led by teams in Brazil, South Africa, Egypt, Indonesia, Pakistan and the UK. The organisation creates connections between creatives around the world, helps develop creative economies in previously excluded communities and aims to align itself with the United Nations' [Sustainable Development Goals](#). Find out more at britishcouncil.org



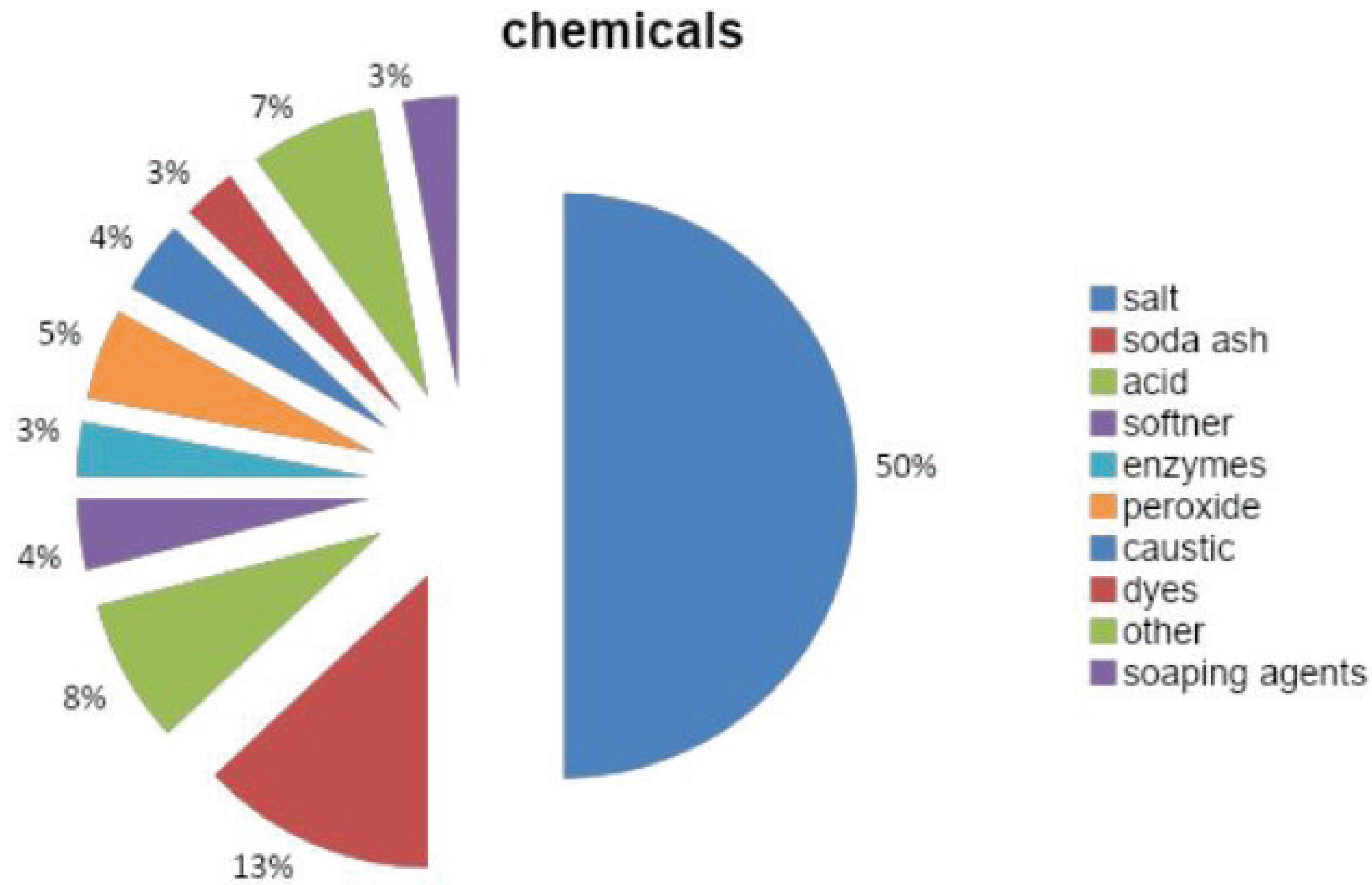
Extra Reading: Chemicals used in the textile industry

While adding chemical finishes to textiles can greatly improve their appearance and wearability, some of these chemicals can be harmful to the environment and people who come into contact with them; causing skin irritations, respiratory problems and serious damage to body organs.



Extra Reading:
Chemicals used in the textile industry

The vast majority of chemicals discharged into textile wastewater



Source: ZDHC'S document wastewater treatment technologies (figure 4, page no. 9)

These resources outline the issues involved with regular chemical use and disposal in textile production and options for reducing the use of chemicals.

Author: ColorZen
Title: [Environmentally friendly Cotton Dyes](#)
Year: 2017

Author: TESTEX Swiss Textile - Testing Ltd.
Title: [Services to test, Analyze and Certify](#)
Year: 2019

Author: Fashion For Good & SaferMade
Title: [Safer Chemistry Innovation in the Textile and Apparel Industry](#)
Year: 2018

Author: Textile Exchange
Title: [Destination Zero: A report on Seven Years of Detoxing the Clothing Industry](#)
Year: 2018

Author: Microfiber Pollution Project
Title: [A project to remove microfibers from waterways](#)
Year: 2019



Resources for the Creative Entrepreneur

Brazil (Portuguese/English): Podcasts, Youtube videos, eBooks & websites

Podcasts

- **[Like a Boss](#) by Alura** is a series podcast. Each season, she hosts six conversations with leaders and founders of different startups and innovative companies – trying to learn about some of their decisions and how their businesses work.
- **[The Tim Ferriss Show](#) by bestselling author & Human Guinea Pig, Tim Ferriss** is the number 1 business show out of more than 500 000 podcasts on Apple Podcasts, and has held this position on many occasions.
- **[EmpreendaCast - Empreendedorismo, Inovação e Transformação Digital](#) by Gustavo Passi** is a podcast about entrepreneurship, innovation and digital transformation. During the show, interviewees tell real stories, engage in rich debates and share valuable information for all who need it.

Videos

- **[Camila Coelho: Using Fashion for a Cause](#)** – the United Nations World Food Programme (WFP) partnered with Michael Kors for the seventh year in a row to help provide food to children in schools around the world. In this video, they spoke to Brazilian beauty and fashion influencer Camila Coelho who attended the event.
- **[Latest Top 10 Brazilian Outfits Ideas Really Stylish and Beautiful to Wear](#)** – This link features some of the hottest fashion trends in Brazil right now.
- **[Brazilian Leather Webinar Series / Fashion & Sustainability](#)** – a debate about issues around sustainability in the fashion industry.

Books

Author: Fashion Revolution
Title: [Fashion Transparency Index Brazil](#)
Year: 2018

Author: Elizabeth Kutesko
Title: [Fashioning Brazil: Globalization and the Representation of Brazilian Dress in National Geographic](#)
Year: 2000

Websites

- **[Preta Hub](#)** is a hub of creativity, inventiveness and black trends that assists entrepreneurs with technical and creative training. The organisation also serves as an accelerator and incubator of black entrepreneurship in Brazil.
- **[Establish Brazil](#)** provides total assistance throughout the 3 stages of Market Entry for startups in Brazil and Latin America. They have experience in several sectors, no language barriers and are trusted by 50+ international organizations; from startups to Fortune 500 companies.
- **[The Brazil Business](#)** relies on a network with more than 100 partners that specializes in all areas of doing business in Brazil. The organisation uses these resources to provide support and assistance to Brazilian startups.
- **[Ethical Fashion Brazil](#)** seeks to answer the question, “How can fashion be ethical?” They provide that information and share some of their experiences, mistakes and learnings from the industry.

South Africa (English): Podcasts, Youtube videos, eBooks & websites

Podcasts

- [The Hive Network Podcast](#) covers the journeys of creative entrepreneurs across South Africa and gathers insights from emerging & experienced players in various industries.
- [The Mashstartup by Mashudu Modau](#) explores the journeys behind some of Africa's emerging entrepreneurs, startups and small businesses. The podcast profiles the most talented creators, impactful entrepreneurs & high performing professionals with the purpose of driving valuable insights.
- [Future CEOs by Gareth Armstrong and Hlubi Mboya-Arnold](#) helps ambitious entrepreneurs and young executives with high potential grow their businesses and fast track their careers.
- [Business Of Fashion Podcast](#) brings you fashion news, industry analyses and business intelligence from the global fashion industry.

Videos

- In [SA Duo Take on the Fashion Industry with Eco-friendly](#) – join two women who aim to innovate the South Africa design industry by using and making sustainable products in their own businesses.
- [Fashion Panel – Future of the Fashion Industry Post Covid-19](#) lets you chat with veterans of the SA fashion industry (David Tlale, Lucilla Booyesen, Ephraim Molingona and Gert Johan Coetzee) about the industry's survival after Covid-19. The panel also share what their businesses are currently doing to stay afloat during this extremely trying time.
- [Electric Runway:](#) explores all things technology-related in the fashion world. The host, Amanda Casco, explores the future of fashion and the impact that technology will have on this new industry landscape.

Books

Author: Roshan Shishoo

Title: [The Global Textile and Clothing Industry](#)

Year: 2012

Author: Paseka Kalaku

Title: [Tips from South Africa's Best Young Entrepreneurs](#)

Year: 2014

Websites

- [Founder Sauce:](#) Get to discover the best resources & insights to build your next venture. The site has tools, guides and other resources to help you build your own startups. They have a podcast and videos section which has tips on how to make the best podcast and videos.
- [The Hive Network:](#) Has everything a business needs in terms of support in the early years of a startup, and everything else going forward. The site has written content to help entrepreneurs maneuver the business world freely.
- [Yoco's](#) Blog has multiple posts about ways to run your business effectively and efficiently. They have guides on how to sell products on Instagram, a how-to guide on writing a concise funding proposal for your small business and also solutions on how to determine your business' profitability.
- [Tshimologong Precinct \(South African Collaborative Incubator\)](#) is a multidisciplinary tech incubator with Virtual Reality, Augmented Reality content producers, Coders, 3D Printing Experts and across the board ICT tech entrepreneurs who are open to collaborate across industries.

Thank you!

**We hope this report on the South African and
Brazilian fashion industries has been both
illuminating and inspiring**

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