

ADDITIONAL INFORMATION

122 *Pro forma* financial information

122 Standard Bank Group Limited
credit ratings

ibc Contact and other details



NURTURING BUSINESS SKILLS

Africa accounts for 1% of the world's fashion industry, which today is worth around USD3 trillion. A deeper look at the industry shows that while Africa does not lack creative talent or access to resources, the main stumbling block is the inability of creative geniuses to turn their fashion brands into fashion businesses.

In October 2017, we launched Threads – stitched by Standard Bank, a 12-week business accelerator programme that supports fashion entrepreneurs to transform their businesses into powerful, profitable fashion brands – capable of competing internationally, creating jobs and growing the South African economy.

In partnership with Mercedes Benz, marketing agency NONZ RO, the Università Cattolica of Milan and learning partners EOH and Mecer, Threads combines academic and practical modules and is taught simultaneously from classroom hubs in Cape Town, Durban, Johannesburg and Port Elizabeth. Modules cover financing, retaining employees, lean manufacturing, eCommerce, logistics, procurement, and marketing techniques, with numerous workshops taught by industry leaders. Field trips expose participants to South Africa's heritage and best practice in business.

At the end of the programme, participants present their business model to a panel of judges and the winner will be taken on a European trade trip and introduced to international buyers and retailers.