



FF THE
FASHION
FIRM SA

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SOUTH AFRICA DESIGNERS

ABANTU

AFRIGARDE

FIKILE SOKHULU

GOOD FRIDAY

JUDY SANDERSON

MORS

NEIMIL

REFUSE

ABOUT THE FASHION FIRM SA

The Fashion Firm SA is a dynamic and innovative company at the forefront of fashion talent development and industry relations. We specialize in curating opportunities for designers, connecting them with global markets, and offering strategic support to expand their creative vision. Through our partnerships and industry knowledge, we bridge the gap between emerging fashion designers and international platforms.

OUR MISSION

To empower and elevate fashion designers by providing them access to global stages, fostering growth, and building sustainable careers in the fashion industry. We are committed to nurturing creative talent and positioning them for success in a competitive global marketplace.





OUR VISION

To be the leading creative incubator in fashion, driving innovation and excellence in African design, while fostering global recognition for local talent.

MESSAGE FROM OUR FOUNDER

"As CEO of The Fashion Firm, my commitment to African creativity runs deep. I'm driven by a vision where our designers not only take their place on global stages like Milan Fashion Week but shine as innovators and influencers. Africa is more than a source of inspiration; it's a powerhouse of originality and talent, and my mission is to ensure our designers earn the international acclaim they deserve. I'm passionate about reshaping the narrative of global fashion, presenting Africa as a beacon of fresh perspectives and creativity, and championing our designers as visionaries shaping the future of style."

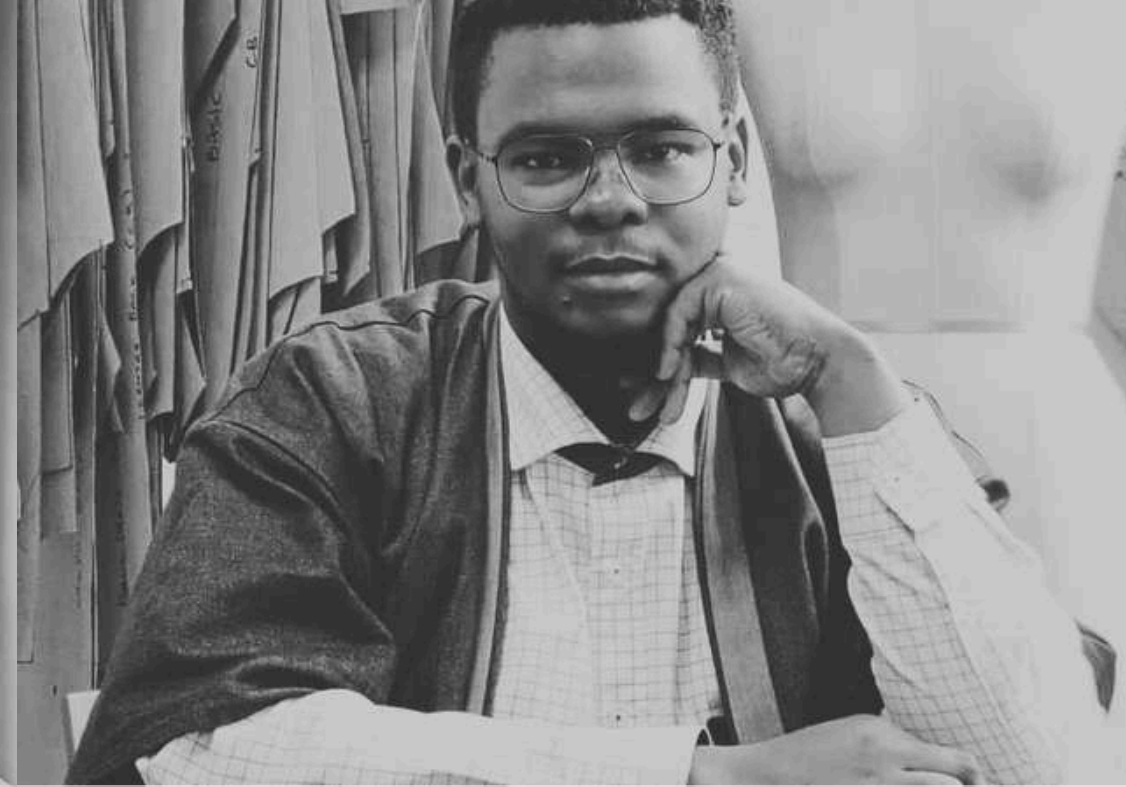


THE TEAM



Tumi Buys - Founder & CEO

As the visionary behind The Fashion Firm, Tumi Buys has led the company to become a recognized leader in fashion talent management. With extensive experience in the finance & fashion industry, Tumi is passionate about empowering designers and helping them achieve their international aspirations.



Bulumko Siya Roqoza - Head of Talent

A seasoned fashion professional, Bulumko oversees the talent management division, working closely with designers to ensure their growth and visibility. With years of experience in the industry, Bulumko's leadership drives the company's mission to nurture emerging talent.



Errica Lacopini - PR Partner

Our dedicated PR partner, Errica Lacopini, brings her expertise in international fashion communication and media relations. Errica works closely with our designers, ensuring their stories reach the right audiences and resonate on a global scale.



Industry Partnerships & Financial Support

Through collaborations with international fashion shows, trade events, and industry stakeholders, we create access to prestigious opportunities for our clients. In addition to strategic partnerships, we offer financial support and resources that help designers navigate the complexities of global markets. This includes assisting with logistics, funding, and sponsorships to ensure their participation on these platforms is seamless, allowing them to focus on showcasing their creativity and talent on the world stage.



Brand Development & Talent Management

We provide comprehensive support for designers by focusing on brand development and talent management. Our tailored mentorship and training programs are designed to equip designers with the skills and strategies needed to excel on global platforms like Milan Fashion Week. Additionally, we manage and promote fashion designers by offering the necessary resources, networks, and guidance to elevate their brand presence. This holistic approach ensures their growth and success within the competitive fashion industry.



Market Access

We provide designers with the opportunity to access key international markets by connecting them with global fashion platforms and trade events. Our team works to ensure designers gain visibility and engagement in the right markets, enabling them to showcase their collections to potential buyers, investors, and industry influencers. Through strategic partnerships and targeted marketing efforts, we help designers expand their reach and increase their brand's global footprint.

OUR FIRM'S FOCUS



The Fashion Firm focuses on showcasing African talent at the White Milano Show by providing a platform for designers to present their collections to a global audience. Emphasizing creativity and innovation, the firm aims to elevate the perception of African fashion in the international market, fostering connections that can lead to growth and sustainable success for the participating designers.

WHITE[®]

BOARD OF ADVISORS



SARA MAINO SOZZANI



Sara Maino Sozzani is a renowned creative advisor and advocate for sustainable fashion. She serves as Creative Advisor for CNCC (Condé Nast Commercial Creative) and founded Vogue Talents with Franca Sozzani in 2009, a global initiative supporting independent creatives. Since 2018, she has been the International Brand Ambassador for Camera Nazionale della Moda Italiana and is part of the Camera Fashion Trust, supporting emerging Italian designers.

Dedicated to fostering awareness in fashion, Maino launched A New Awareness in 2019 to inspire conscious living in younger generations. She became Head of Special Projects at Vogue Italia in 2021 and is a board member of the Circular Fashion Summit, promoting the UN Sustainable Development Goals 2030.

Her achievements include receiving the Positive Change Award at Monte Carlo Fashion Week in 2021 and executive producing the 2023 docu-series Junk Armadi Pieni, exploring the environmental impact of the textile industry.

WARIDI SCHROBSDORFF-PABST



Waridi Schrobsdorff-Pabst is a former top model and founder of Fashion Africa 254 and the Mtindo Photography Book. Originally from Kenya and based in Berlin since 1993, she has over 25 years of international fashion industry experience. Renowned for her work in branding Africa and elevating young creatives, she is a respected advocate for African brands and has contributed to Vogue Germany since 2020.

A member of the Fashion Council Germany, Waridi has led numerous projects with German fashion platforms and Berlin Fashion Week since 2009. She co-initiated the FCG Future Minds Scholarship, offering master's degree opportunities in Sustainable Fashion and Fashion Business. A celebrated project designer, mentor, and speaker, Waridi continues to champion sustainable and inclusive innovation in fashion.

JULIUS POOLE



Julius Poole is a renowned casting director and creative producer with a dynamic career spanning over three decades. After studying Accessories Design at FIT in 1987, he began designing shoes for brands like Nine West, Victoria's Secret, and Andrea Carrano. A transformative trip to Europe shifted his focus to fashion show production and casting, leading to collaborations with KCD and In the Mix.

In 1996, Julius joined the Japanese production company Foundation World, casting and producing shoots for iconic photographers such as David LaChapelle, Ellen von Unwerth, and Jean-Baptiste Mondino. He later founded Julius Poole Inc., expanding his work to casting major fashion shows and photo shoots.

Since 2000, Julius has partnered with Management Artists Organization, collaborating with celebrated photographers like Steven Klein and Willy Vanderperre, while casting for brands like Miss Sixty and Tory Burch. His expertise extends to television, with appearances on Germany's Next Top Model and Belgium's Next Top Model.

A sought-after speaker, Julius lectures at Columbia University and Milan's Accademia di Costume e Moda, sharing his insights on creativity and fashion.



THE BRANDS



BRANDS

The Fashion Firm proudly represents a curated selection of South Africa's most exceptional brands, chosen through a meticulous and rigorous selection process. We invest considerable time and effort to identify designers who not only embody excellence in craftsmanship and creativity but also bring distinctive voices to the global fashion scene. Each brand we represent is a testament to South Africa's innovative spirit and cultural richness, ensuring that only the very best talent and artistry reach international stages

2024'

- Abantu
- Afrigarde
- Judy Sanderson
- Neimil
- GoodFriday
- Refuse Clothing
- Mors

2023'

- Abantu
- Connade
- Floyd Avenue
- E.G. Jewellery
- Inga Atelier
- Laanirani
- Shweshwekin
- Sash South Africa
- Lizah Chanda Crochet Collection
- Wanda Lepphoto

MEDIA



The Fashion Firm SA has garnered widespread recognition through notable features in esteemed local and international media outlets, including Vogue Italia, WWD, CEC Online, IOL, and Times LIVE. These mentions highlight the company's pivotal role in elevating African design on a global stage, showcasing the continent's rich creativity, innovation, and cultural influence in the fashion industry.

MEDIA COVERAGE

VOGUE Italia



Sono stata a WHITE Milano durante la fashion week: ecco cosa mi è piaciuto di più

Negli spazi del Superstudio Più si è tenuta la nuova edizione del WHITE Milano. Qualità, sostenibilità e creatività sono valori condivisi da oltre 300 aziende c...

Vogue Italia / Sep 25

WWD



New Research Collections at a Fair Price Were Key at White Milano

The four-day White Milano trade show closed...

wwd.com

HUB Style



Inizia il conto alla rovescia per la nuova edizione di WHITE...

La nuova edizione di WHITE Milano è alle porte, pronta a stupire il pubblico internazionale dal 19 al 22 settembre...

hubstyle.sport-press.it

MEDIA COVERAGE

ELLE



Il content show dedicata alla moda sostenibile e creativa

Le novità del content show che si riconferma un appuntamento imperdibile per i buyers e gli appassionati della moda

ELLE / Sep 25

INTIMO RETAIL

In scena dal 19 al 22 settembre la nuova edizione di White Milano

www.intimoretail.it

La nuova edizione di White Milano, il content show internazionale dedicato alla moda donna PIR, è partner, ed in scena da giovedì 19 a domenica 22 settembre 2024, in contemporanea con la Milano Fashion Week.

Le collezioni PIR 2024 di oltre 300 aziende verranno esposte all'interno delle location principali di White Superstudio Più (Via Tortona 27) e (Galleria D'Arezzo (Via Tortona 54).

Anche per questa nuova edizione di White Milano è stato rinnovato il patrocinio del Comune di Milano, oltre al supporto del ministero degli Affari Esteri e della Cooperazione Internazionale (MAECI), di ICE - Agenzia per la Promozione all'Esportazione delle Imprese Italiane e la partnership di Confartigianato Imprese.

Uno degli elementi che ha portato White a ricevere l'approvamento nel settore è il continuo scouting fatto dal team commerciale per proporre un brand mix fresco e attuale. Anche per questa nuova edizione di White Milano, ogni marchio viene accuratamente analizzato e valutato affinché rispetti quelli che sono i valori dell'evento: la qualità, la sostenibilità, l'originalità e la creatività.

Nel 2024 White Milano anticipa di un giorno l'orario delle sue edizioni.

Punto di diamante di White sono le **Secret Rooms**, un progetto che punta i riflettori sui talenti emergenti del panorama moda odierno. Grazie a queste piccole sfere personali, a cui le aziende partecipano tramite abbonamento, i quali il visitatore verrà accompagnato nella creatività di ciascuno dei designer selezionati dopo un accurato scouting. Alle nuove edizioni di White Milano novità di questa sezione sono i brand Yid'Phragma e Cavia. Mentre mantengono la loro presenza, per dare continuità alla visione stilistica le label Yunglators, Milano e Pratory.

Sede di grande visibilità all'interno di White sono le **Loft** che nel corso delle varie edizioni del content show hanno ospitato numerose realtà che puntano tutto sulla qualità. Alle nuove edizioni di White Milano protagonisti delle **Loft** saranno le **femminilità e l'ispirazione delle** creazioni di Stefano Martini, uno tra i migliori designer del Sud Africa promosso dalla Fashion Firm SA e la stilista Gemma Brandi Corporate.

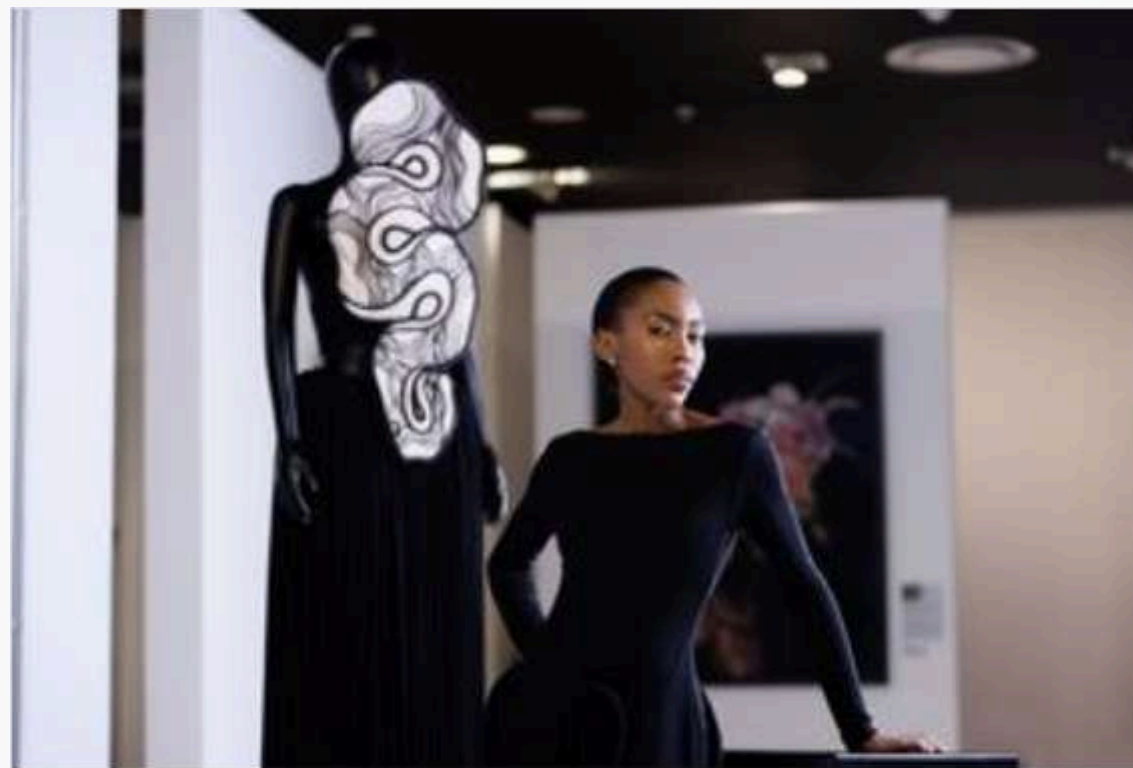
Il Dossiers di White è lo spazio dedicato alle collezioni con un focus sulla ricerca e l'avanguardia. Per questa nuova edizione di White, i brand sono delle modelle della precedente edizione che hanno ricevuto successo attraverso l'attenzione dei visitatori con le loro creazioni dal gusto estremamente ricercato e fatto qualità della lavorazione che è contraddistinta.

[www.intimoretail.it](#)

<https://www.intimoretail.it/2024/09/04/nuova-edizione-di-white-milano/>

MEDIA COVERAGE

TimesLIVE



IN PICS | Top 10 designers set to wave the SA flag high at Milan Fashion Week

Munkus, Floyd Avenue and more will take part in prestigious showcase.

TimesLIVE / Sep 1, 2023

NEW24



Calling all emerging South African designers: Ready to showcase at Milan Fashion Week 2024?

The South African fashion scene is, once again, set to receive international exposure as 10 designers are being called to showcase their work at Milan Fashion Week in 2024.

Life /

CEC ONLINE



Chapter 20 | South African Fashion Made Waves Internationally During September

This chapter of Interlude could only be dedicated to one subject; South African designers making waves internationally during September.

CEC / Sep 28, 2023

MEDIA COVERAGE

TRUE LOVE



Tumi Buys on taking SA style to Milan Fashion Week – 'I want Africa to be seen as the place of design'

Fashion entrepreneur Tumi Buys takes us through creating a platform for young local designers as they gear up to showcase at Milan Fashion Week.

TrueLove /

IOL



South African designers who made a noise at international fashion shows in 2023

South African designers are on a mission to tap into the international market.

IOL IOL / May 16

OKAYAFRICA



How African Designers Brought Identity and Craft to Milan Fashion Week SS '24

From catwalks to showroom exhibitions, the week-long showcase in Milan was a stage for African designers to unveil their most vivid creations.

Okayplayer / Sep 28, 2023

CONTACT INFO

Email:

info@thefashionfirm.co.za

Phone:

+27 72 836 1779

Instagram:

@the_fashion_firm_sa

THANK YOU

