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| --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Company  Profile  Est. 2018 |  | | A close up of a sign  Description automatically generated | A person sitting at a table  Description automatically generated | |
| Driven by Fashion. Sustained by Passion.  Units 22 & 23. P46 Bhejane Road. KwaMashu, Durban. 4360  The First Accredited Township based Fashion Design Academy in KZN.  Tel: 031-100-0141  Email: [info@ffsaza.co.za](mailto:info@ffsaza.co.za)  <https://fezilefashionskills.wixsite.com/mysite> |

## **BACKGROUNG AND CONTEXT**

Fashion Skills Academy is a wholly black female owned company founded in 2018 by Ms Fezile Mdletshe. Fezile Fashion Skills Academy is a subsidiary company of Fezile Mdletshe Fashion Agency, established in 2016, a company which operated initially to establish and support previously disadvantaged small business in the fashion and clothing manufacturing industry. With the industrial challenges in the Clothing and Textile industries the company had to change its business strategy to fill the biggest gap in the industry, which is quality training and skills development, therefore the need to register a skills academy became critical. It’s core business to address some of the challenges facing the clothing and fashion industry and personnel or aspiring people looking for a career in these subsectors. Our purpose is to manage viable fashion and clothing businesses in order to secure a better future for South Africans, and to equip people to be proactive and robust for the purpose of new venture creation and job creation in the Clothing and Fashion Industries. The company is based in KwaMashu Township, Durban with its core business being the provision of accredited training services and the development of programmes for Design, Clothing Manufacturing, Industry value chain alignment initiatives and entrepreneurship. Fezile Fashion Skills Academy is steadily growing into one of the leading fashion training companies in KZN. The company currently provides training in more than 9 accredited courses. The Academy also offers the following services, thereby becoming a one stop shop:

* Design process mentorship and coaching through Designer Development programmes.
* Fashion Business administration development.
* Managing and training untrained, young and emerging fashion businesses into formal, viable and profitable businesses.
* Provision of technical support and training to clothing manufacturing businesses, designer brands, co-operatives and retail suppliers. Monitor and evaluate growth.
* Establish market access opportunities.
* Creative Direction and range building.
* Strategic development of small businesses Selection and registration of potential candidates as retail suppliers.
* Project management.
* Liaison and business linkages. Market Access

## **COMPANY VISION**

To be the world-class leader in fashion education, training and development

## **MISSION STATEMENT**

To provide quality education, training and development in accordance with the prescribed criteria of the South African Skills Development Strategy

## **VAUES**

The organization supports and promotes all professional business ethics that reflect:

* Honesty, ethical, free-market business principles
* Fair, open and democratic communication principles

## **STRATEGIC BUSINESS OBJECTIVES**

* To provide qualifications to enable learners to gain employment, to retrain for new career fields or to upgrade current career skills.
* To provide qualifications and programmes to serve the lifelong educational needs of the community.
* To provide learners with a range of organisational resources, research facilities and programmes that complement and add to traditional classroom education.
* To provide a range of academic support services to learners and specialized support for learners with English as a second language.
* To form strategic alliances and co-operation with public organisations and the industry.
* To improve and sustain the good image of the organisation by retaining requisite skills and competencies.
* To enhance the integrity of the organisation by improving internal management systems and procedures.

## **OWNERSHIP**

## A person posing for the camera Description automatically generated

Fezile Mdletshe is the Managing Director and Founder of the Fezile Fashion Skills Academy and the Fezile Mdletshe Fashion Agency. Fezile, who is currently a PhD candidate under the DUT Doctoral Mentorship Programme holds a Master of Applied Arts-Fashion Degree (DUT), a Bachelor of Technology Degree in Fashion (DUT) and a National Diploma in Fashion (DUT). A graduate and Fashion Design Lecturer herself, she brings her passion and a great love for fashion coupled with an extensive and impressive history in the industry to any intense learning environment. Having worked with some of South Africa’s biggest fashion retail chains and having previously mentored emerging young fashion designers through the KZN Fashion Council she is in a unique position to educate and guide when it comes to industry, trends and brand development. Fezile was also on Season 1 of the Fashion Reality Show called Made in Africa as a Mentor and Judge which premiered on BET Chanel 129 last year. In 2019, Fezile was dubbed by H & M international and the Sunday Times as one of Africa’s Rising Stars for her contribution towards her local community by opening the first accredited Township based Fashion Design School. Alongside her dedicated team, Fezile has launched one of the fastest growing fashion agencies in the province. Last year the Fezile Mdletshe Fashion Agency (PTY) Ltd was appointed to manage, conceptualize and coordinate various fashion development projects across the province and also internationally such as the Harry Gwala Summer Cup 2018, Drakensberg Extravaganza and Lagos Fashion Week 2018. From these projects alongside Fezile’s many years of fashion coaching through the KZN Fashion Council, she has identified a great need for further development mainly within the fashion space of clothing and textiles. Her entrepreneurial flair was demonstrated in initiating and running a successful online shopping company from 2010 to 2014. Her professional and academic background gives her the necessary skills lead her companies. Fezile is very passionate about the development of untrained black fashion designers who lack access and finances to study fashion and Clothing Design formally at Universities. For her PhD study she is driven to identity factors that influence creativity and design quality amongst African (Black) untrained Designers whilst exploring design identity through a decolonised curriculum in Fashion Design. Her goal is to upskill such designers to a point where they run as sustainable business which are ready for retail and export opportunities.

**PROFESSIONAL STAFF AND COMPANY STRUCTURE**

Fezile Fashion Skills Academy has contracted 1 experienced trainer and have secured 3 more and 2 business consultants and has a database of approximately 5 trainers and consultants for additional and specialised projects.

Managing Director

Training Manager

Training Staff (External)

Consultants and Administrators

Training Staff (Internal)

## **SERVICES AND SPECIALITIES**

Fezile Fashion Skills Academy is a specialist in clothing design, manufacturing and entrepreneurship training. The company’s speciality is training untrained women and the youth currently operating within the fashion design and creative industries mainly in; applied design and aesthetics, pattern skills and design, garment construction and technology alongside entrepreneurship in order to up skill them to have lucrative, viable and sustainable businesses within creative industries. It also introduces new entries and talented people to the sector by skilling them to participate in business related activities to clothing and fashion design. This is achieved through the following services:

* The academy equips aspiring entrepreneurs to maximize on business opportunities within the fashion and clothing industries in order to secure long-term business and sustainable goals.
* Training of entrepreneurs through an incubator model.
* Coaching and mentoring of learners and entrepreneurs in order to ensure long-term sustainability of its businesses.
* Testing and analyses of products, materials and new products

It is envisioned that the economic challenges facing entrepreneurs competing in the fashion industries in KZN are adequately addressed through this programme. Women and youth are provided with skills to:

* Enhance existing skills by demonstrating the required technique and skill to draft, cut make and trim basic garment & craft manufacturing processes to produce quality products that are marketable to established business and fashion shops.
* Learn specific techniques in fabric colouring and addition of special effects on fabric to produce a unique product in terms of the production.
* Learn how to minimize waste and use off cuts to produce marketable accessories.
* Run viable and sustainable small business that address the demands and needs of the creative industries.
* Compete on a national and international level opening up avenues to export goods or products manufactured by entrepreneurs.

**List of SETA/ETQA accredited qualifications offer by Fezile Fashion Skills Academy**

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| --- | --- | --- | --- | --- |
| **#** | **SETA/ETQA ACCREDITED QUALIFICATIONS** | **NQF LEVELS** | **SAQA ID** | **SETA/**  **ETQA** |
| 1 | General Education and Training Certificate: Clothing Manufacturing Processes and Manage business operations | 1 | 50584 | FPM SETA |
| 2 | General Education and Training Certificate: Clothing Manufacturing Processes and Match new venture opportunity to market needs | 1 | 50584 | FPM SETA |
| 3 | General Education and Training Certificate: Clothing Manufacturing Processes and Apply basic business concepts | 1 | 50584 | FPM SETA |
| 4 | General Education and Training Certificate: Clothing Manufacturing Processes and Identify work opportunities | 1 | 50584 | FPM SETA |
| 5 | National Certificate: Clothing, Textile, Footwear and Leather Manufacturing Processes ; Design and make patterns for sewn products | 2 | 58227 | FPM SETA |
| 6 | National Certificate: Clothing, Textile, Footwear and Leather Manufacturing Processes Join component parts | 2 | 58227 | FPM SETA |
| 7 | National Certificate: Clothing, Textile, Footwear and Leather Manufacturing Processes ; Press finished garments and ensure the dispatch thereof | 2 | 58227 | FPM SETA |
| 8 | National Certificate: Clothing, Textile, Footwear and Leather Manufacturing Processes ; Perform manual processes in the cutting room | 2 | 58227 | FPM SETA |
| 9 | National Certificate: Clothing, Textile, Footwear and Leather Manufacturing Processes ; Perform outwork processes | 2 | 58227 | FPM SETA |

**List of Skills Programmes linked to qualifications offered by Fezile Fashion Skills Academy:**

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| **DESIGN MASTER CLASSES**  A group of people sitting at a table  Description automatically generated  This module focuses on the advanced and key principles in:   * Creative Direction * Product Categories * Design (Technical Drawings, Tech Specs, Storyboards, Spec Sheets, Mood Boards and Pin Boards) * Fashion History * Fabric Orientation * Quality * Costing * Range Build * Marketing |
| **PATTERN SKILLS AND DESIGN MASTER CLASSES**  A group of people sitting at a desk  Description automatically generated  This module focuses on the advanced and key principles in:   * Pattern Theory: Definition and Terminology. * Brief History and principles of pattern design. * Textiles (Authentic and Synthetics in relation to grain variation) * Figure Assessment and Measurements * Tools Pattern Design Equipment * Importance of a grain and identifying the grain on fabric and Analysis of silhouettes * Factors such as fabric quality, shape and line. * Garment finishing’s, facings, linings and interlinings. * Dart positionings, style lines and variations. * Implementation of calculations for Basic Blocks. * Half Scale Blocks and Seam allowance variations and functions * Placing and rating of fabric, Marking of pattern pieces * Pinning and cutting of fabric and Basic pockets. * Female Block drafting for the Bodice, Skirt, Dress and Basic Sleeve. |
| **GARMENT CONSTRUCTION & TECHNOLOGY**  **A person sitting at a table  Description automatically generatedA person sitting on a bed  Description automatically generated**  This module focuses on the advanced and key principles in:   * Machine theory * Terminology and visual knowledge of threading a single needle lockstitch machine and or over locker (demonstration by mentor). * General rules for machine care. * Variants of machines in the industry and sewing equipment and attachments used for this program. * Stitch types. * Definition and relevance to the apparel industry * Classification of Stitches. * Seams * Definition and purpose. * Procedure and variations of seams. * Techniques(Demonstration by mentor) * Interlining, lining, facings * Technical sampling and Seam samples. * Closure samples and Variations of hemming. * Procedures and functions of pressing. * Garment replication exercises. * Placing, rating and cutting of fabric correctly. * Bodice with a single style incorporated. * Skirt with functional pockets and closure. * Dress with darts and short sleeves. * Rating, Placing, Cutting, Quality and Labelling |
| **BRIDAL MASTERCLASSES**  A picture containing indoor, table, person, computer  Description automatically generated  This module focuses on the advanced and key principles in:  Production Theory such as commonly used machinery in apparel production.   * Systematically know the correct method of needle thread path on a single lock stitch machine with sound knowledge on bobbin case bobbin winding, threading and insertion into horizontal shaft. * Stitch types and their classification. * Garment replication techniques * Rating of patterns in relation to design. * Theory and Thread Path * Stitch type & classification * Interlining & Interfacing   Technical Samples:   * (Collars) shirt collar/ Roll collar/ Collar with lapel * Pocket (in seam pocket, Below patch pocket * Pleats * Variations of Closures and hems * Minimum of 3 garments * Fabric manipulation techniques such as pleats and tucks. * Sleeve variations * Styled panel line |

**BENEFICIARIES**

The Fezile Fashion Skills (Pty) Ltd primary target group comprises of rural women and historically disadvantaged unemployed young people between the ages of 17 and 35 years old in South Africa. The following descriptions characterize this primary target group:

* Unemployed – approximately 63.1% of the unemployed population are youth; 50% on average comprising of ACI’s (i.e. African, Coloured and Indian) is part of the unemployed in South Africa (whole unemployment rate is estimated at 40%)
* Young women form over 60 % of all youth in South Africa.
* Most of the young people lack marketable skills or cannot find alternative forms of generating income and earn a living. “This highlights the challenges faced by youth in finding employment given that as many as 55,0% of young people who are actively looking for jobs have education levels below matric while an additional 36,4% only have a matric qualification” (Stats Release P0211.4.2)
* Further disadvantaged by a poor education system, more young people are becoming unemployable both in the formal and informal sector.
* The no growth economy is unable to cope with expectations and demands for job creation, where the rural sector of our economy is also generating opportunities for seeking employment. The youth and rural women are less benefiting.

The Fezile Fashion Skills (Pty) Ltd secondary target group comprises of up and coming entrepreneurs, rural women and individuals who wants to develop entrepreneurial skills (as indicated at the World Economic Forum in 2015 by the South African Government).

The Fezile Fashion Skills (Pty) Ltd Entrepreneurship program is geared towards adaptable forms of small micro business activities that are easy to start, run and improve. Consequently, women, who are in the majority in rural and township KZN, are our key target for entrepreneurial development.

The target group (young people and rural women) will benefit from the activities of this project. They will also participate actively in the decision making process of the learnership through consultation with the Executive Director and Academy Mentors. The Fezile Fashion Skills (Pty) Ltd sees its target group in terms of assets based management and therefore believes that it is important to involve young people in decision making processes.

**DELIVERABLES**

It is envisioned that the economic challenges facing entrepreneurs competing in the fashion and clothing industry in KZN are adequately addressed through these learnership programmes. Women and youth (currently involved in business that promote and/or manufacture clothing themselves, market and local community) will be provided with skills to:­­­­

* Enhance existing skills by demonstrating the required technique and skill to draft, cut make and trim basic garment & manufacturing processes to produce quality products that are marketable to established business.
* Learn specific techniques in fabric colouring and addition of special effects on fabric to produce a unique product in terms of the production.
* Learn how to minimize waste and use off cuts to produce marketable accessories and dolls.
* Run viable and sustainable small business that address the demands and needs of the fashion and clothing industry.
* Compete on a national and international level opening up avenues to export goods or products manufactured by entrepreneurs.
* Participants will be assisted with packaging of their products, accessing local markets, develop their business for sustainability, as well as creating new products.

Sustainability

Sustainability will be achieved through training of candidates and further business mentorship through the fashion agency as an after-care initiative.

Fig. 12.1 A sustainable cycle of learning.

ACTIVITIES

The Fezile Fashion Skills Academy (Pty) Ltd bases their trainings and programme on four important principles that govern its methodology:

* **Innovation and Design:** We identify talent and interest in the fashion and clothing through partnerships between local municipalities and self-taught existing businesses within KZN.
* **Training and Development:** Participants are trained on the critical skills required in the fashion and clothing sector and business sustainability in terms of operation, production and sales of their fashion end products.
* **Coaching and Mentoring:** Participants are aided through a simulated environment where partnerships are formed through industry liaison and market opportunities such as The Space and H and M Retail stores to ensure that products are saleable and meet industry demands and quality standards.
* **Aftercare and Support:** Participants will be given the opportunity to register, manage and potentially run their own brands/business ideas under supervision of the Fezile Mdletshe Fashion Agency and through the implementation of yearly market access events which will potentially sustain their businesses.

contacts and details

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| Full legal name (business name): | FEZILE FASHION SKILLS ACADEMY (PTY) LTD |
| Acronym (where applicable): | FFSA |
| Legal status & Registration Number | Operating: (Pty) Ltd  2018/632282/07 |
| BEE Status | 100% Black Female Owned |
| Affiliations | Member of Association for Skills Development in South Africa |
| Accreditation | Level 1 and 2 F P and M SETA and SAQA |
| VAT registration number (where applicable): | N/A |
| Income Tax No.: | 9290073239 |
| Business Physical Address: | P46, Units 22-23. Bhejane Road, KwaMashu Durban, 4360 |
| Business Postal address: | P46, Units 22-23. Bhejane Road, KwaMashu Durban, 4360 |
| Full Names of Contact person: | Fezile Lungelwa Mdletshe (Director) |
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| Cell Phone No.: | 0832947490 |
| E-mail address: | fezile@ffsaza.co.za |
| Website: | <https://fezilefashionskills.wixsite.com/mysite> |