

At Primeries, our passion for fashion and technology fuels our mission to unite producers, curators, and consumers through a worldwide platform for African fashion. We are dedicated to promoting and narrating the tales of up-and-coming African creatives while building social and economic opportunities for them. Our goal is to create a thriving ecosystem that celebrates African heritage and culture, all while delivering exceptional, culturally-inspired products.

What Sets Us Apart

Primeries stands out as a platform that not only connects customers to independent and emerging brands in Africa but also goes beyond by providing comprehensive support and resources. We are committed to fostering growth and success for African brands, while also helping international brands navigate and enter the African market. We aim to revolutionize the industry with our innovative solutions.

Discover Authentic African Streetwear

The **Primeries Marketplace** is where the magic begins. We curate an unparalleled selection of African creatives, offering customers a truly unique shopping experience. With a focus on quality, creativity, and sustainability, we enable customers to explore and discover smaller, creative brands. Our platform allows independent African and emerging brands to reach a global audience, amplifying their awareness and revenue potential.

Primeries Brand Group: Nurturing Creative Visions

The **Primeries Brand Group** collaborates with independent designers, providing invaluable support throughout their brand development journey. From production to distribution and retail, we leverage our

infrastructure and industry knowledge to help designers succeed in the fashion market. We strive to nurture their creative visions and empower them to become industry-leading brands. Together, we are shaping the future of African fashion.

Primeries brand solutions: Empowering Brands to Thrive

Founded by Benjamin unah & Lotanna Onyekwelu **Primeries Brand Solutions** is driven by a strong commitment to supporting independent brands through its comprehensive suite of commerce solutions and retail technology. At the heart of this offering is the **Primeries Seller Platform**, empowering brands with the tools and resources they need to thrive in the digital age. By leveraging our platform, brands can access new customers, expand their worldwide capabilities, and provide an enhanced shopping experience.

Our Vision and Mission

Our vision is to be a leading provider of tools and technology that enable independent brands to grow and thrive. We aspire to witness the brands we collaborate with evolve into industry-leading names, creating value for our partners and customers as a whole. We are driven by the desire to unite brands, customers, and partners who share our values of sustainability and creativity. By leveraging technology and fostering a vibrant community, we aim to make a lasting impact in the world of fashion.

We invite you to explore our marketplace, support emerging designers and experience the beauty of African creativity firsthand

Let Primeries be your gateway to a world of fashion excellence. Start your journey with us today.