



# Ifa Lethu

healing through heritage

## Mozambique Fashion Week (December 2008)

Ifa Lethu was once again invited by the Ministry of Arts and Culture from Mozambique to participate in its Fashion Week in December 2008. The Foundation's participation generated substantial media in the region. Attending the event were Carolyn Schoeman and Greg Wallis, Ifa Lethu's Fashion Consultant.

Funding: Ministry of Arts and Culture, Mozambique  
Location of Projects: Maputo  
Partnership: Durban Fashion Council, G & D Apparel, Umzingeli Productions.

Deliverables

Achieved:

- Branding opportunities created for Ifa Lethu and for its designers.
- Employment created for artists.
- Promotion of the Foundation as a *best practice* organisation.
- Demonstration of the concept of *market readiness* and of the link between the arts and fashion.

