

TRANSNET



Fashion and Development Seminars (June 2008)

As part of its training and development programmes for those in the fashion industry, Ifa Lethu held business training programmes for participants from KwaZulu- Natal in Durban with the aim of preparing participants for formal involvement in the national economy. This was accomplished by including courses on market

ready criteria, business strategy, funding, banking, export processes and branding.

Funding: Transnet
Location: Durban, KZN.
Venue: Suncoast
Partnerships: Durban Fashion Council, MTN Fashion Week, Ifa Lethu Designers, Suncoast Casino, Durban University of Technology.

Deliverables
Achieved:

- 140 Young/semi-skilled and established designers trained.
- Identification of budding designers for Ifa Lethu Heritage Collection.