



**CREATIVE DNA
2020 SEED GRANT
PROJECTS**



In response to the COVID-19 pandemic and the challenges it poses on creative businesses in Kenya, the British Council East Africa Arts through their inaugural program Creative DNA (CDNA), led by their partners Mettā Nairobi and Fashion Scout UK, made available **11 seed grants** valued at **3,580,000 shillings** from the initial Pre-COVID 19 allocation of five seed grants that were each valued at Ksh 655,000. This was done to expand the capacity of all participants to innovate in ways that future proof businesses.

Below, in alphabetical order, is an overview of the plans the businesses have in place:



ENDA RUNNING LTD.

Enda Running is a footwear and apparel brand and production company that contributes to Kenya's reputation as the global leader in distance running. This grant will facilitate the research and development of Enda's first loungewear collection that includes multi-purpose pieces for loungewear and home workout apparel.



EPICA JEWELLERY

Founded by Sharon Wendo, this African jewellery brand brings out the African culture in a fashion-forward way with boldly colored pieces. With this grant, Epica Jewellery will invest in an e-commerce website, social media marketing, and improved branding for their products through uniquely tailored packages to increase sales and streamline their offer.



FAVOLOSO BY NANU

Favoloso is a female clothing brand founded by Lynda Nanu that successfully transforms pure elegance into the pleasure of dressing with ease every day through a mixture of fabric and prints to create authentic, sophisticated, and timeless designs. With the seed grant fund, they will create an online store for local and international clients and update their brand identity through innovative marketing campaigns.





GENTEEL FASHION AND GROOMING

Founded by Sam Oindo, Genteel is a menswear fashion brand that manufactures suits, shirts & pants that fit the unique African man's silhouette and celebrates the rich Kenyan cultural identity through contemporary clothing with bold prints & patterns. With this investment, Genteel will expand its business through the purchase of production materials specifically for a new collection inspired by the Samburu and Mijikenda communities, growing their team, and running marketing campaigns.



OHANA SWIMWEAR

This all-inclusive swimwear brand founded by Neema Nkatha celebrates African heritage through the combination of bold colors, prints, and latest fabrics to create modern swimsuits that make people feel confident and stylish. With the seed grant fund, Ohana aims to expand beyond swimwear and create multi-purpose brand loungewear that serves as official and casual apparel for mature audiences who seek to be presentable and fashion-forward.





SEVARIA

This brand is a fashion business founded by Jamie Bryan Kimani that fuses culturally inspired African silhouettes and techniques with a contemporary androgynous style that challenges conventional forms of dressing and encourages self-expression. With this grant, Sevaria will build an e-commerce platform, purchase material for their new collection. The brand also seeks to empower local talent through the creation of employment opportunities for experienced and budding tailors.





STYLETECH BY TESHIE

Founded by Teshie Ogallo, this fashion brand offers trendy ready-to-wear Afro-centric clothing for the young and modern man/woman to celebrate various African cultures. With this grant, Style Tech by Teshie will increase investment in product packaging, develop social media marketing campaigns and partnerships with several digital marketplaces.



SUITED BY GORDON

Founded by Gordon Luchini, this bespoke brand caters to the sartorial needs of the urbane man through unique designs, novel styles, and refined tailoring. The brand seeks to increase production through the procurement of a studio and the mechanization of manufacturing processes.





THE NISISI FACTORY

This is a bag design and manufacturing business founded by Wairimu Maina that uses local, skilled craftsmen to produce top quality, affordable, and functional bags with an African touch. Nisisi's project focuses on inventory increase, new sales, and marketing strategies and the creation of centralized storage facilities for efficient stock-taking and distribution.



VINTARA COLLECTIONS



This brand is a bag and accessory company founded by Ian Mati that focuses on the production and sale of functional and quality bags through the use of ethnic-inspired fabric that creates cultural connection and evokes elegance. Through this grant, Vintara is set to expand its business through an increase in production capacity and marketing campaigns. The brand will also create an e-commerce platform that will cater to both local and international sales.





WE ARE NBO

Founded by Michael Kimanthi, this jewelry business creates unique products with elements of traditional craft and artisan techniques paired with modern and clean shapes. In light of COVID 19, the brands' project will develop new retail and branding strategies to improve their value proposition. They also aim to invest in better business branding through quality product packaging.





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