



## SOUTH AFRICA'S LEADING ECO LUXE AND ETHICAL LABEL

Clothing with a conscience is the mantra behind **Fundudzi by Craig Jacobs**.

Providing a capsule wardrobe for free spirited individuals seeking pieces with a distinctive signature which subtly draw inspiration from the people and places unsoiled by the noise of modern life, the name Fundudzi is inspired by a body of water, Lake Fundudzi, which is one of our most precious ecological treasures as well as being a sacred site for the vhaVenda tribe.

Founded by fashion entrepreneur and communicator Craig Jacobs, in 2004 the label has grown out a desire to help change the perception of Africa and has shown in Paris, Stockholm, Maputo and Luanda and most recently, SA Fashion Week. In 2009 Fundudzi formed part of an international exhibition on sustainable design in Copenhagen, as part of the World Climate Summit.

Wherever possible, the label incorporates ecologically sensitive and locally sourced materials including cashmere/lambs wool through a project in conjunction with the CSIR in the Eastern Cape, and organic cotton sourced from Lesotho. The label also actively supports sustainability through a host of initiatives including collaborating with local crafters to highlight indigenous artisanal skills, upcycling projects and philanthropy (supporting Cheezekids for Humanity, CANSA SA and The Trust).

**Fundudzi by Craig Jacobs** milestones:

1. Featured twice in Womens Wear Daily, the world's most influential fashion newspaper

2. Showcased as part of C'est Couture in Paris (an SA Tourism Initiative) in July 2007
3. Represented South Africa at Fabric For Thought, Sustainable fashion at Koldinghus (May-September 2009) in Copenhagen as part of the World Sustainability Summit
4. The first eco and ethical label to join Edgars, South Africa's leading fashion retailer in April 2012-05-29
5. The first African label to be stocked at JPSelects.com, the leading sustainable e-tailer in the US

## **Fundudzi**

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