



## **IREFITI BY PHUMZILE KUBHUKA**

IREFITI accessories makes unique contemporary and Afrocentric fashion. All our accessories are handmade. When I started I made earrings with beer caps, I didn't have money to buy proper materials. To my surprise people really loved the earrings made out of beer caps. I made so many sales I could afford to buy materials for my craft. From earrings, it was neck pieces then T-shirts and Crocheted winter accessories. I am proud of where I started. It's been a roller coaster, but I wouldn't change it for anything. From a very young age I loved working with my hands, I loved beauty. But I never knew doing what I love will end up being my source of income. After so many attempts of failed business, the love of art gave me my first break.

As IREFITI we love to encourage young people, hand work is still relevant. Handwork is not only for old people. And the saying that says use whatever you have in your hands is so true. We all have something in our hand. Let's use our gifts and talents, we can make a living out of them. Anything is possible, you have to believe in yourself.



Our target market is everyone who is fashion forward. We make accessories for people who are not scared to express themselves through clothing. People who are not scared to be themselves. People that know and understand themselves. And they are not scared to be different. We understand that people are different, and they have different preferences in fashion. We have a piece suitable for all ages. We hope the world loves and appreciates our work. As it is made with love.

Thank you

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