

MEDIA INVITATION: Bosadi Fashion Design Business Start-up Showcase Empowering Young Women Entrepreneurs

FOR IMMEDIATE RELEASE

Date: 24 July 2025

The University of South Africa (Unisa)'s Inhlanyelo Hub, in partnership with Oakfields College, invites members of the media to attend the Showcase of the first cohort of the Bosadi Artisan Fashion Design Business Start-up Programme on Saturday, 26 July 2025. This milestone event aligns with Unisa's Bosadi Catalytic Niche Area, which champions gender equity, economic inclusion, and enterprise development for young Black women.

The showcase will spotlight the work of the inaugural cohort of Unisa's Bosadi Fashion Design Business Start-up Programme, a transformative 12-week initiative that combines fashion design training with entrepreneurship development. The first cohort includes 15 women, who are Unisa students and graduates selected through a competitive pitch process.

As part of their journey, participants took part in the Inhlanyelo Hub Ideation Workshop, which helped refine their business concepts and align their creative aspirations with practical execution. At the event on 26 July 2025, they will showcase the clothing items that they have worked on and present their fashion business start-up aspirations, demonstrating Unisa's commitment to student entrepreneurship and social transformation in action. The Bosadi Fashion Design Business Start-up Programme is hosted by the Inhlanyelo Hub NPC and funded through the University Capacity Development Grant, which aims to develop entrepreneurship among Unisa students.

"This programme brings to life the values of the Bosadi niche, where education, innovation, and gender transformation intersect," said Professor Raphael Mpofu, CEO of Inhlanyelo Hub NPC. "We're creating pathways for young Black women to not only participate in the fashion economy, but to lead it." Nicole Finney, director at Oakfields College, who partnered with Inhlanyelo Hub on the programme, confirmed its relevance and stated that it is not only a worthwhile programme, but one that can result in positive change.

We invite members of the media and partners to witness this inspiring intersection of fashion, innovation, and social impact, as young women reclaim and redefine their place in South Africa's economy transforming creativity into companies and reshaping the fashion industry with purpose and power.

Event Details:

Date: Saturday, 26 July 2025

Time: 16:30 for 17:00

Venue: Kievits Kroon Gauteng Wine Estate, 41 Reier Road, Kameeldrift-East, Pretoria

For RSVP and interviews requests, please contact Tommy Huma on 072 218 6197 / 012 429 3981 / humartm@unisa.ac.za OR Edgar Rathelele on 063 731 5456 / 012 429 3981 / ratheme@unisa.ac.za

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