

HUNTHU

COLECTIV

Fashion & Lifestyle

Merchant's Invitation Brochure

Welcome

**To a Fashion & Lifestyle platform dedicated
to marketing and selling exclusive,
premium and authentic products sourced
directly from African Designers and
Artisans.**

**Hunhu Collectiv strives to cultivate a
vibrant and inclusive fashion community
that values authenticity and craftsmanship.**



VISION

To champion diversity and inclusivity within the fashion value chain by endorsing African designers and brands that authentically reflect Africa's diverse cultural heritage.

MISSION

To enhance the caliber of artistry among Africa artisans and designers to meet global standards, fostering an increased demand for luxury African products among international consumers.

FASHION & LIFESTYLE COMMERCE

- **PERSONALISED SHOPPING EXPERIENCES BASED ON DEMOGRAPHICS, BEHAVIOUR & USER PREFERENCES**

A shopping & Lifestyle platform that facilitates the Merchant with little to no online or physical visibility with the opportunity to market and sell their products and drive commercial sales.

- **QUICK & EASY MERCHANT ON-BOARDING PROCESS THAT WORKS TO YOUR ADVANTAGE:**

Selected and verified merchants can place their curated products or services on our platforms so that we can aid them by driving sales.

- **ADVANCED TECHNOLOGY & USER EXPERIENCE**

Hunhu Colectiv knows its users and places the products they want at their fingertips and in spaces they can access with ease, in an impactful and engaging way.

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ONLINE SALES PROCESS

● STEP 1

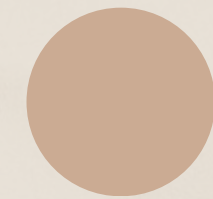
The client browses, selects and completes the purchase of their preferred products during checkout on the Hunhu Collective e-commerce platform.

● STEP 2

Hunhu Colectiv ships purchased products directly to the client's doorstep from its warehouse, based on the inventory provided by the Merchant.

● STEP 3

Hunhu Colectiv will deposit the total sales made into the Merchant's account at the conclusion of each calendar month, in accordance with the Merchant Agreement (contract).



CRITERIA FOR HUNHU COLECTIV MERCHANTS

- African brands should reflect the continent or its diaspora.
- Use high-quality materials for product aesthetics.
- Pricing must match luxury quality and production standards.
- **EMPHASISE** high-quality production, precise tailoring, and impeccable finishes for garments.
- Aim to attract premium local and international customers.
- Offer varied styles to meet diverse consumer preferences, while maintaining a luxurious aesthetic.

Curate your collection on Hunhu Colectiv's e-commerce site and in physical stores in Highlands Park Design Quarter, Harare, Victoria Falls International Airport, Africa Arise Sandton and a Russian multi-brand store in Seoul, targeting a price-insensitive market.

Exhibition space availed at discounted rates during Zimbabwe Fashion Week at its B2C pop-up showrooms.

Enhanced brand equity by association with established fashion & lifestyle brands.

Dedicated Quality Assessment and merchant relations team with an efficient payment structure.

Experience swift and efficient door-to-door delivery services with DHL.

WHY PARTNER WITH US ?

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