



PROFILE

ROOTED IN HERITAGE

HUNHU

COLECTIV

WWW.HUNHUCOLECTIV.COM

Who We Are



Hunhu Colectiv is a curated marketplace dedicated to showcasing and promoting talented designers from Zimbabwe and beyond. As a subsidiary of the Zimbabwe Fashion Week Trust, our mission is to provide a platform for designers to reach a global audience, increase their brand visibility, and grow their business sustainably.





Our Vision & Values



To be the leading Zimbabwean platform for African designers, connecting them with fashion-forward consumers and global markets.

We value:

- **Creativity** – We celebrate originality and innovation in design.
- **Authenticity** – We uphold integrity and transparency in all our collaborations.
- **Sustainability** – We champion ethical and eco-conscious fashion practices.
- **Growth** – We empower designers to scale their businesses and reach international audiences.

Why Partner with Hunhu Colectiv?



By joining Hunhu Colectiv, designers gain:

- **Exclusive Visibility** – Access to a dedicated fashion community through our website and social media platforms.
- **Sales Opportunities** – Seamless e-commerce integration, allowing direct purchases from global customers.
- **Brand Growth Support** – Marketing campaigns, collaborations, and PR initiatives to elevate designer profiles.
- **Quality Assurance** – A trusted platform that upholds high standards for products listed.
- **Logistics & Payment Solutions** – Hassle-free shipping coordination and secure payment processing.





Marketing & Promotion



Hunhu Collectiv actively promotes designers through:

- **Social Media Campaigns** – Features on Instagram, Facebook, LinkedIn and Tiktok.
- **Email Newsletters** – Direct updates to our fashion-forward audience.
- **Influencer Collaborations** – Working with style influencers to showcase designer collections.
- **Press & Media Exposure** – Coverage in fashion publications and industry events.
- **Exclusive Events** – Showcasing designer collections at fashion weeks and pop-up activations.

Selection Criteria



African brands should reflect the essence of the continent and its diaspora.

- Use high-quality materials to ensure premium product aesthetics.
- Pricing should align with luxury quality and production standards.
- Emphasize impeccable craftsmanship—precise tailoring, high-quality production, and flawless finishes.
- Target both premium local and international customers.
- Offer diverse styles to cater to varied preferences while maintaining a luxurious identity



How It Works



Step 1: Apply & Get Approved

Submit your designer profile, brand story, and product portfolio for review.

Step 2: Set Up Your Store

List your collections, set pricing, and provide detailed product descriptions.

Step 3: Promote & Sell

Leverage Hunhu Colectiv's marketing channels to increase exposure and drive sales.

Step 4: Order Fulfillment

Ship products securely, ensuring timely delivery and maintaining quality standards.

Step 5: Get Paid

Receive payments directly to your account on a structured payout schedule.



Financials & Terms



Commission Structure:

- 20% commission on all sales made through Hunhu Collectiv.
- Designers receive 80% of the revenue from their sales.

Payment Schedule:

- Payments are processed on the 30th of each month.
- Funds are transferred securely to the designer's registered bank account.



Join Hunhu Colectiv Today!



If you're a designer looking to expand your brand, increase visibility, and boost sales, Hunhu Colectiv is the perfect platform for you.

Next Steps:

1. Apply Now – Submit your designer profile via email
2. Schedule a Call – Speak with our team to learn more.
3. Start Selling – Once approved, begin showcasing your collection on Hunhu Colectiv!

For inquiries, contact us at:



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HUNHU
COUNCIL OF FASHION