



Corporate  
*Profile*

2023-2024





In Swahili,

*Unda*

means 'to make/ design'

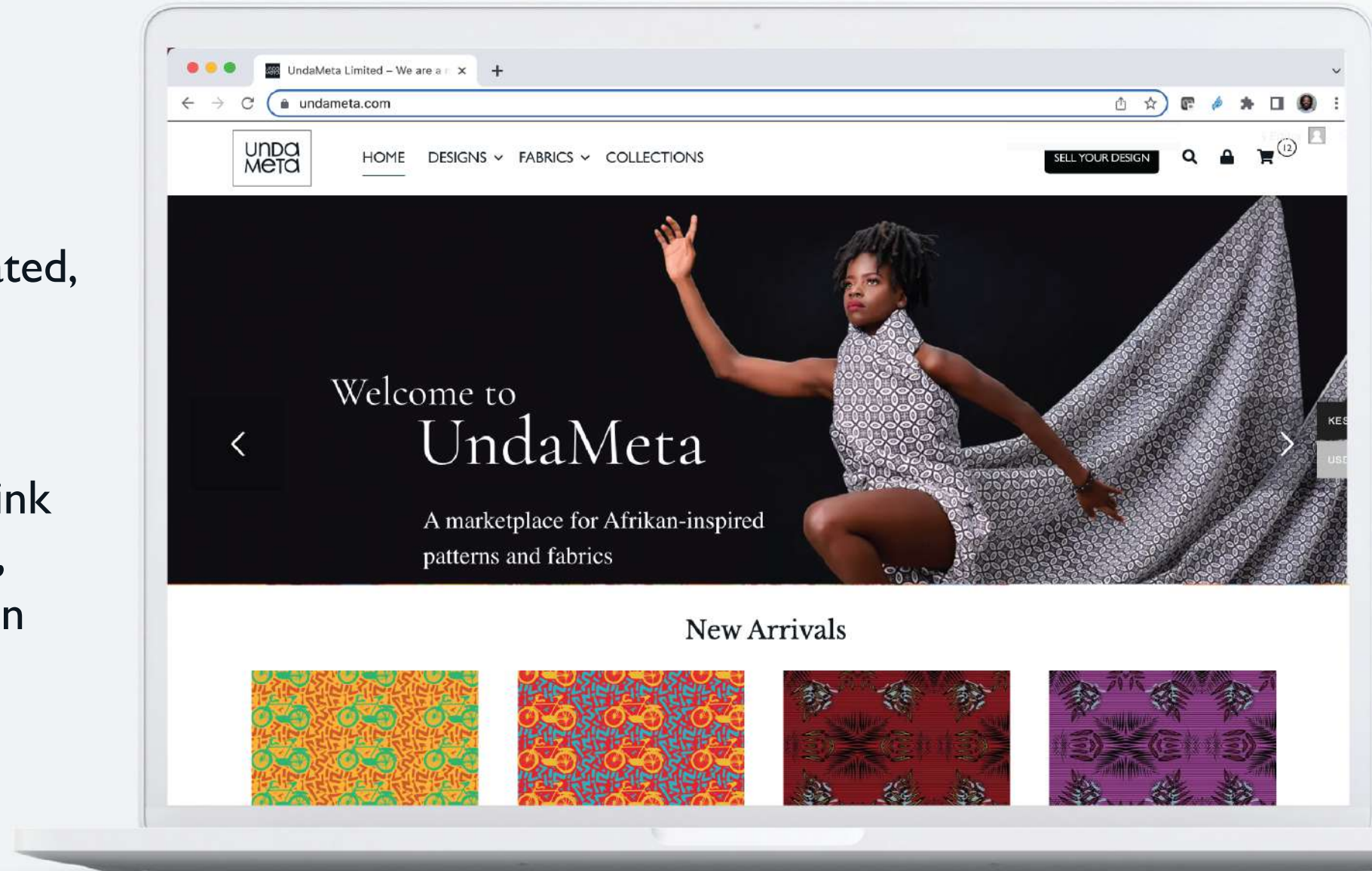
*Meta*

means 'to shine'

# Introduction

UndaMeta is an online platform that offers curated, African-inspired surface pattern designs for sale.

The platform creates a link between print designers, fabric makers, and fashion producers.





## Our Vision

*To be Africa's preferred marketplace for the curation and sale of fashionable African-inspired pattern design for the production of unique apparel*

## Our Mission

To lead fashion in emerging markets towards a more culturally responsive future.



## *Our Strategy*

We recognize that Africa is a large continent with a breath-taking number of cultures, views, inspirations. So, in as far as **textile design and the production of custom fabric** is concerned, we believe that a small team cannot have all the answers.

That's why we have accommodated a wide range of **Africa enthused creatives from both near and far** who work with us to generate the bounty of pattern designs we offer you.

Sustainability is important to us. We print on demand to ensure that all our products have a name to them before they leave our hands to you. This ensures that we are not producing fabrics that are destined to go into landfills from the onset.

*Are you a Fabric Retailer, Fashion Design House, a Chamaa or a Brand looking for unique pattern design?*

Are you struggling to find distinctive surface pattern designs that represent your African identity exclusively for your brand?

Do you seek custom fabric designs that celebrate African culture, predominantly created by African designers?

Are you interested in printing original textiles designs on various fibers, including industrial spun synthetic, and or on natural fibres?

Are you looking to license exclusive world-wide digital designs from expert pattern designers?

*Log onto UndaMeta to browse and view over 100+ authentic fabric and pattern designs*

BUY FABRIC OR DESIGNS

or

*Partner with us*

INFO@UNDAMETA.COM

*Are you an African fashion designer, illustrator or a digital textile artist?*

Do you want to stand out or showcase your work and walk a journey of unique excellence?

Are you dabbling in surface pattern design that embraces authentic prints manufactured for creative designer collections, from catwalk reactive trends to jaw dropping wall paper?

Would you like to create designs that showcase the excellence of African culture and the unique contributions of talented creators from different countries?

Do you want your designs to be associated with a brand that doesn't contribute to the landfills dotting the continent and beyond?

*Become part of our expanding community of independent designers and earn royalties for every meter of fabric sold.*

SELL YOUR DESIGNS

Apply



Upload



Sell



Earn



**UNDAMETA ECOSYSTEM** 

*UndaMeta is an online platform that offers curated, African-inspired surface pattern designs for sale. The platform creates a link between print designers, fabric makers, and fashion producers.*

www.undameta.com

**Fabric and Pattern Limited Edition**

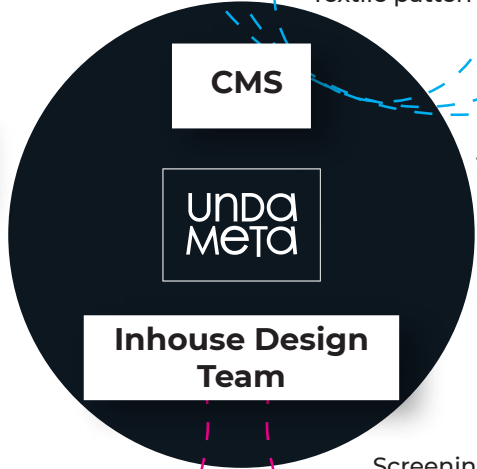
Textile prints featuring limited licensed digital designs on industrial spun, handmade, synthetic, and natural fibers

**Designer's Exclusive Edition**

Exclusive world-wide licensed digital designs created by both independent expert designers and in-house designers.

Design & produce surface pattern designs  
 Digital marketing promotion  
 Fabric and Textile consultation services  
 \*Training techniques for surface pattern & textile design

**Consultancy**



**CMS**

**PRODUCT**  
 Printed fabric  
 Textile pattern

**SERVICES**  
 Design patterns  
 Curation  
 Print-on-demand  
 Logistics  
 Packaging

**SYSTEM**  
 Vendor Dashboard  
 Digital Marketing  
 Payments  
 Inventory

Screening and management of design inventory  
 Onboarding vendor designs online  
 Supervision of design artwork, textile fibre and print outputs

Pay our partners within 24-48 hrs

**Partners**

Textile Mills  
 Packaging printers  
 Logistics - Shippers, boda riders  
 Money gateway partners  
 Hosting server

Receive online orders from clients in realtime (PesaPal, PayPal)

**Clients**

Individuals  
 SACCOs  
 Chamas  
 Womens' groups  
 Fashion Houses  
 Fashion Designers  
 Fabric Retailer  
 Textile Mills  
 Textile Design Hubs

Make payments to designers (royalties) via PayPal (\$) within 10 work days


**Designers**

Fashion Designers  
 Textile Designers  
 Pattern makers  
 Illustrators

14 days cycle

**KEY**  
 \* To begin in Q2 2024  
 - - - Stakeholder interactions  
 - - - Central Management System  
 - - - Cash flow





*Purpose to partner with UndaMeta in our walkabout, discovering and reveling in the African renaissance of surface pattern design.*

A photograph of two women in traditional African attire. The woman on the left is wearing a yellow shuka with black polka dots and a red top. The woman on the right is wearing a blue and red plaid shuka. Both are wearing multiple necklaces of white and blue beads and large, ornate earrings. They are standing in front of a textured, brown wall.

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*Explore*  
our products online

- ① Printed Textiles
- ② Pattern Designs
- ③ Kwanza Offer

<https://undameta.com/>

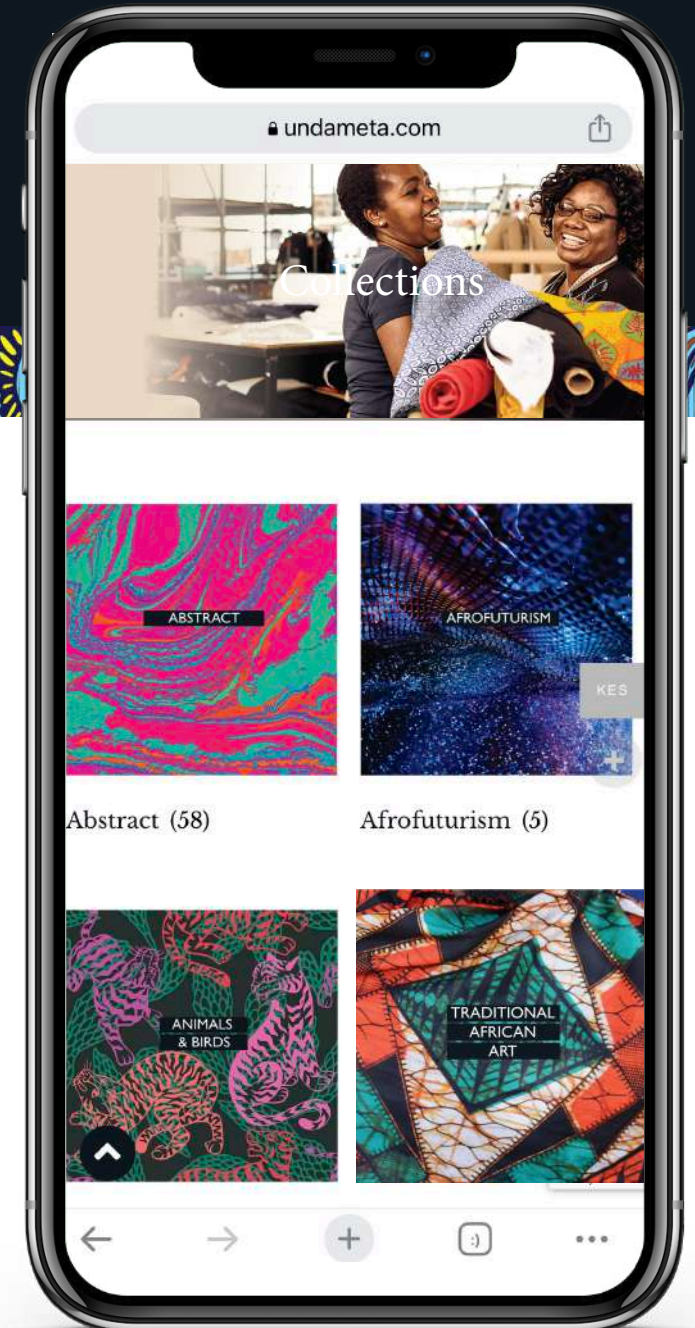
# How can one easily *access* our products on UndaMeta?

Visit [www.undameta.com](http://www.undameta.com). There are 3 main sections.

**Pattern and Fabric Limited Edition** allows you to browse and find a wide array of pattern designs to view and order to production immediately. Choose from 6 different fabric types. Your printed fabric orders will be delivered to your doorstep within 10 - 14 working days.

**Designer's Exclusive Edition** allows you to purchase digital artwork files of pattern designs that will be yours forever!

You can also search by category by going to our **Collections** tab on the Menu. We have about 14 unique categories to choose from Abstract designs to traditional African-inspired designs.





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*MetaMeta*  
in contemporary style

<https://undameta.com/designs/pattern-fabric-limited-edition/>

# *How can one **buy** pattern and fabric print designs on UndaMeta?*



Browse our **Pattern and Fabric Limited Edition** collection to view a variety of African-inspired surface pattern designs sold alongside fabric.

Here, buyers purchase a combination of both fabric and their preferred print design. We offer 6 different types of quality fabrics to choose from. Our minimum quantities to order start from 3 metres and up to a maximum of 500 metres. For **Pattern and Fabric Limited Edition**, buyers purchase either poly-based and/or natural fabric alongside a surface pattern design of their choice.

**Enjoy complimentary shipping within Kenya**, and for international orders, we offer worldwide shipping through DHL at a small fee. Payments are made online through the fully-fledged eCommerce platform.

# *Pattern and fabric limited edition printed textile costing*



Printed textile  
costs

**\$11.04**  
per meter; the minimum cost of  
printed textile fabric exc. digital tax

to

**\$17.47**  
per meter; maximum cost of printed  
textile fabric exc. digital tax

max

**500m**

Length of fabric quantities in meters,  
width varies from fabric to fabric

min

**3m**

Minimum fabric quantities in meters,  
width varies from fabric to fabric

For this option, sales of any one design are limited to 500 meters to avoid the designs becoming too common. However, if being sold to a single buyer, we may consider printing more than 500 meters under a special “exclusive licence” agreement.

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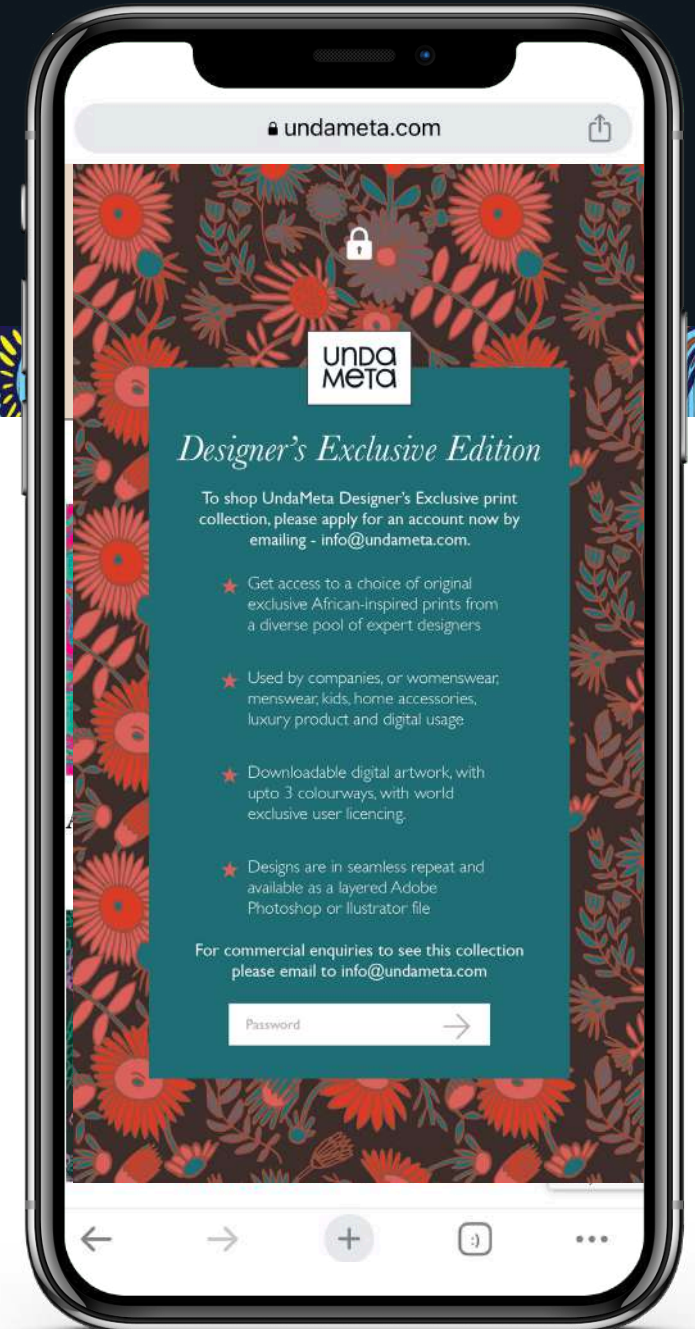
*Chora*  
your own prints

<https://undameta.com/designs/designers-exclusive-edition/>

# How to buy *exclusive world-wide licence digital designs on UndaMeta?*

A Buyer can also decide to purchase from our **Designer's Exclusive Edition** which offers premium surface pattern designs at a flat fee of **\$400**.

To access this edition, a Buyer must fill out a form to request and use a unique code to view the designs. Once purchased, the Buyer will receive an email downloadable folder of the surface pattern design. The Buyer owns worldwide exclusive rights to this textile print and can print from anywhere in the world.





# *How to buy exclusive world-wide licence digital designs on UndaMeta?*



For the **Designers Exclusive Edition**, surface pattern designs are sold exclusively on a closed network. Designers that showcase their designs in this section are expert designers with exceptional skills and produce one-of-a-kind designs. Each design sold in this section will sell exclusively, meaning once it's purchased, it is yours forever and completely removed from the website.

To send a brief for a custom designed pattern design, email us on, [info@undameta.com](mailto:info@undameta.com) with a brief. We shall get back to you within 3 work days.

# *Inspo mood board*

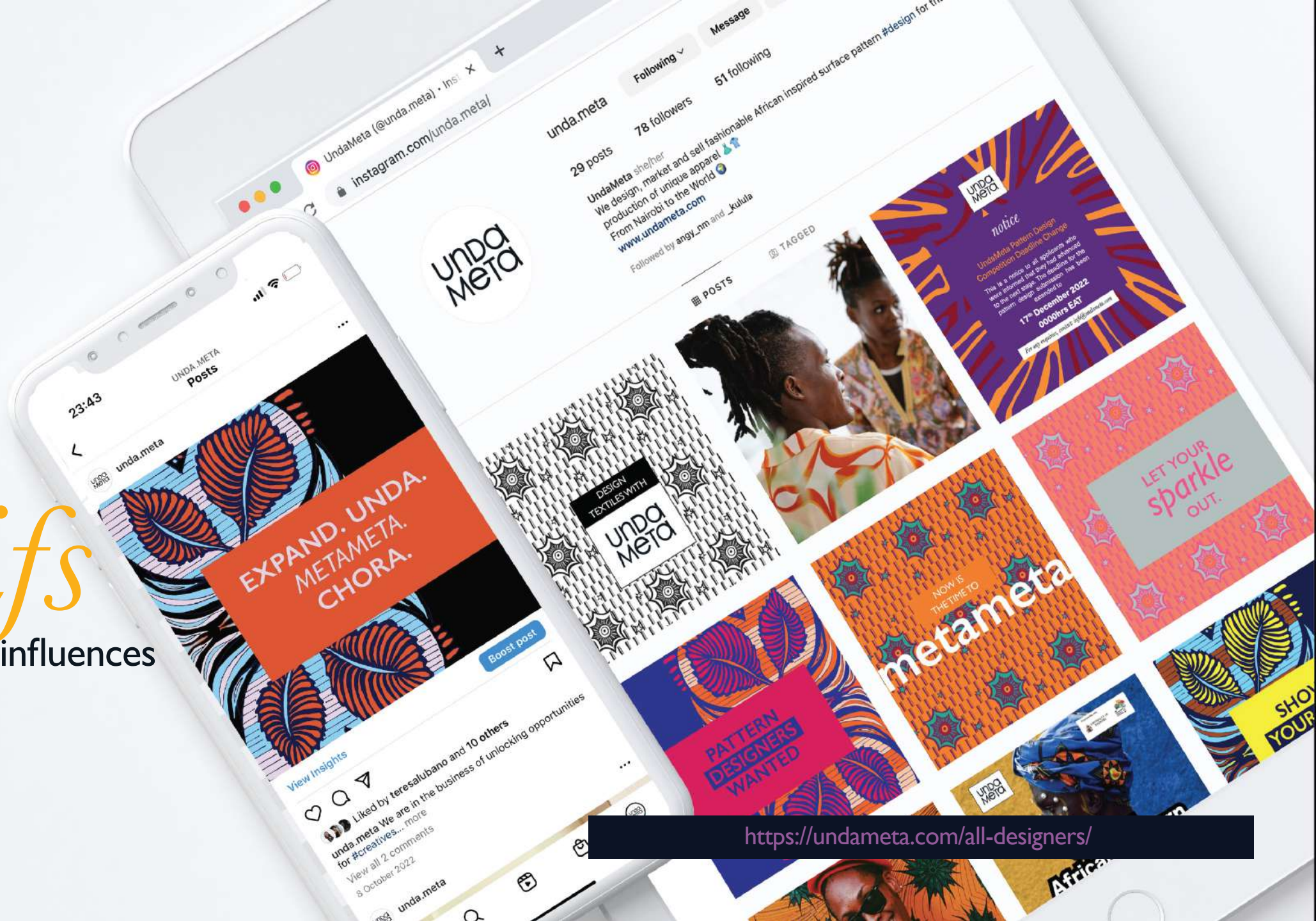
One Designer's Exclusive pattern design can produce a variety of printed products.



Pattern by Nanjala Design: Alstroemeria Eclectic and Flourishing Flowers repeat pattern designs (2022)  
Mockups: Nanjala Design x ContradoUK (2022)

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*Motifs*  
of local influences



<https://undameta.com/all-designers/>

# *Our Independent Creators*



We offer modern and traditional textile prints inspired by African culture, sourced from our global community of creative talents. These designs are crafted by professional and skilled designers, many of whom have African heritage.

For our Designers Exclusive Edition patterns, these digital designs are expertly designed and curated by our in-house design team and crème de la crème design consultants.





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Affordable,

*Sustainable*

textiles & fibres

<https://undameta.com/fabrics/fabric-types/>

# Fabric *types* and finishes

## Tiara

Fabric Code: 900811  
440 gsm  
Finish: Very thick, sturdy  
Width: 60 inches  
Material: 100% cotton

## Trailblazer

Fabric Code: 900810  
125 gsm  
Finish: Lightweight, non-stretch  
Width: 47 inches  
Material: 100% cotton

## Twinkle

Fabric Code: 900808  
125 gsm  
Finish: Lightweight, non-stretch, bleached  
Finish: 100% cotton  
Width: 60 inches  
Material: 100% cotton

## Sensational

Fabric Code: 900701  
90±5 gsm,  
Finish: light with a sateen finish  
Width: 150cm  
Material composition:  
95% polyester and  
5% spandex

## Sassy

Fabric Code: 900704  
165±10 gsm  
Finish: thick and stretchy  
Width: 150cm  
Material composition:  
95% polyester and  
5% spandex

## Sparkle

Fabric Code: 900706  
270±10 gsm  
Finish: Thick, smooth and non-stretchy  
Width: 150cm  
Material composition:  
100% polyester

COTTONS

POLY-BASED

Here is a listing of all the 6 beautiful textiles we retail on UndaMeta. Make a selection from our unique range of poly-based and natural fabrics.

# \*Fabric pricing



**Tiara**  
**\$15.65**  
Fabric Code: 900811

**Trailblazer**  
**\$11.28**  
Fabric Code: 900810

**Twinkle**  
**\$11.06**  
Fabric Code: 900808

**Sensational**  
**\$17.47**  
Fabric Code: 900709

**Sassy**  
**\$17.47**  
Fabric Code: 900704

**Sparkle**  
**\$17.47**  
Fabric Code: 900706

COTTONS

POLY-BASED

\*Buyers must purchase a minimum quantity of three (3) meters (m) of printed textiles on undameta.com.

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*Buy authentic, premium African  
textiles from Kenya.*

<https://undameta.com/faqs/>



# How to *pay and checkout* on UndaMeta

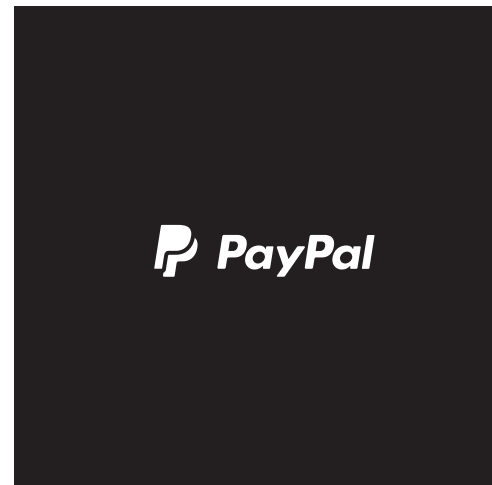
## By PesaPal



All the licensed designs and fabrics are priced, choose the correct product you require and click on the 'Add to Cart' tab. Once you have finished placing all your orders onto the cart, click the shopping basket (the Cart) at the top right-hand corner of the website. This will show you the full order details and request you 'Proceed to Checkout'. Click this button. At the checkout section you will be requested to choose your payment mode. Select PesaPal to get access to MPesa, MasterCard, Visa and American Express. Payment can be made in US Dollars (\$) or Kenya Shillings (KES) Remember to complete your shipping details before checkout.

Upon completion of transaction, an automated receipt with the order details will be sent to your email.

## By PayPal



At checkout section, you may also choose to checkout with PayPal. You will be required to pay using your PayPal email address account. PayPal only accepts payments in US Dollars (\$). Remember to complete your shipping details before checkout.

Once you complete your transaction, an automated receipt with the order details will be sent to your email once the transaction is complete.

# *Does UndaMeta do Returns?*

No. At the moment we do not accept returns. For designs from the Pattern and Fabric Limited Edition range, **designers are expected to print their swatch samples** to ensure that their surface pattern designs appear as envisioned and are assured of the print registration and quality. Please note that the minimum order quantity (MOQ) for prints is 3 meters.

For the **Designer's Exclusive Edition**, we also do not accept refunds or returns of patterns once purchased and downloaded. However, if the file has an error, please contact us and we send you the file again by secure email.



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Our Kwanza  
*Offer*

General Inquiries and Exclusive Licencing: [info@undameta.com](mailto:info@undameta.com)

# *Our Offer on Designers Exclusive and Custom Pattern Designs*

As we celebrate our first anniversary, (kumbukumbu ya kwanza), we are excited to extend a special offering to first time buyers looking to purchase our digital pattern designs. From Nov. 2023 - Nov. 2024 we're offering fantastic discounts:

## **Kwanza Package**

*10% off*

Exclusive World-Wide Licence

2 colourways of choice from our Designers

Exclusive Edition

Supervision of printed fabric (optional)

2 high resolution files ai., tif.

was \$400 **\$360**

## **Kwanza Nyota Package**

*15% off*

Exclusive World-Wide Licence

4 colourways of choice from our Designer's

Exclusive Edition

Supervision of printed fabric (optional)

4 high resolution files ai., tif.

was \$600 **\$510**

## **Kwanza Custom Package**

*20% off*

Exclusive World-Wide Licence

**Unique custom design for your Brand**

3 colourways of choice/ brand colours

Supervision of printed fabric (optional)

3 high resolution files ai., tif.

was \$1,400 **\$1,120**

# *Our Leadership*

Teresa Lubano  
Co-Founder, UndaMeta Limited

Dr. Francisca Odundo  
Co-Founder, UndaMeta Limited

## **UndaMeta Limited**

Located near Waterfront Mall, Karen Road

P.O. Box 14275 – 00800 Nairobi, Kenya

Phone: +254 769 283120

Email Us: [info@undameta.com](mailto:info@undameta.com)



*Asante*  
*Thank you*

