



Corporate
Profile

2023-2024





In Swahili,

Unda

means 'to make/ design'

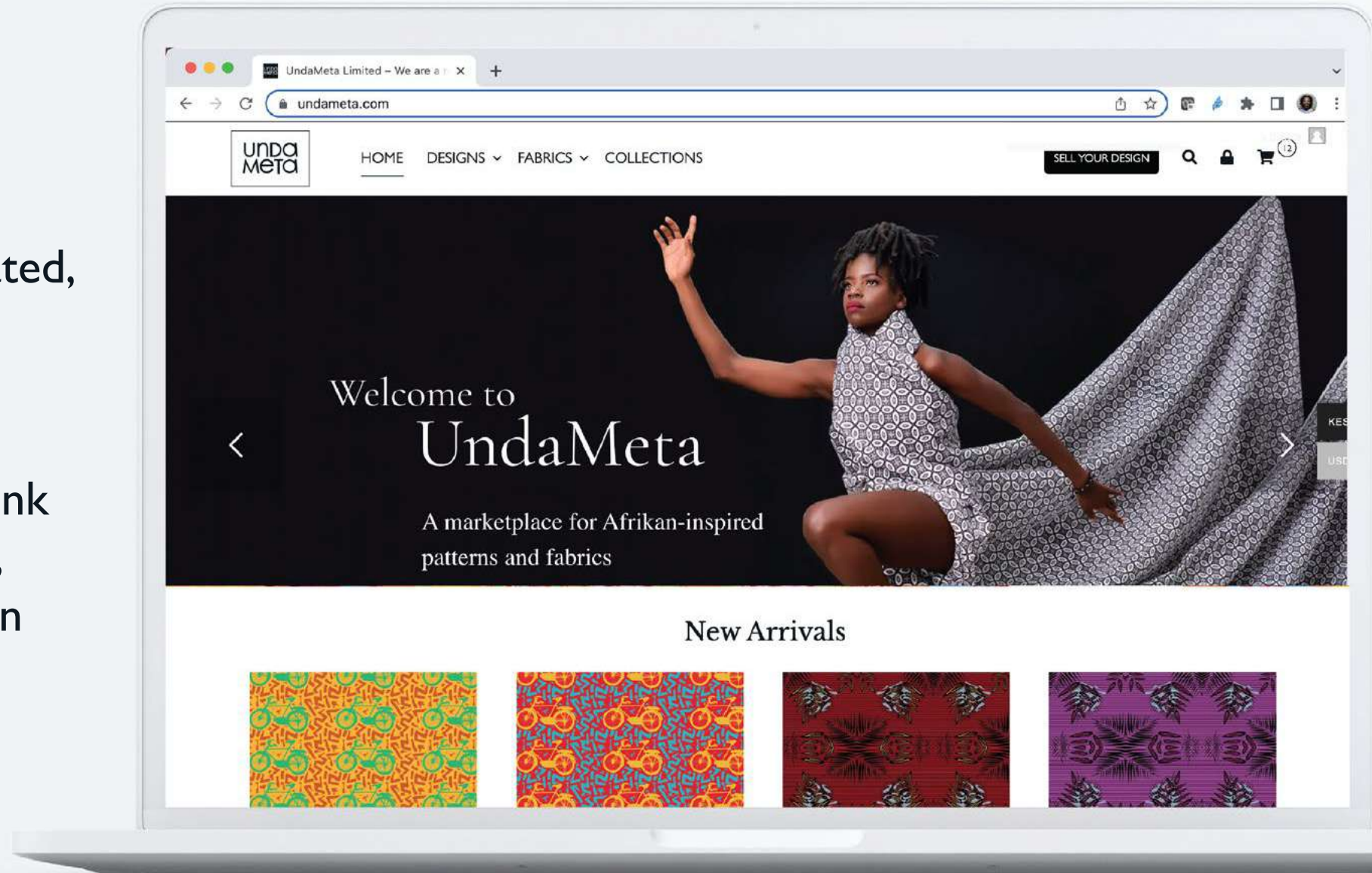
Meta

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

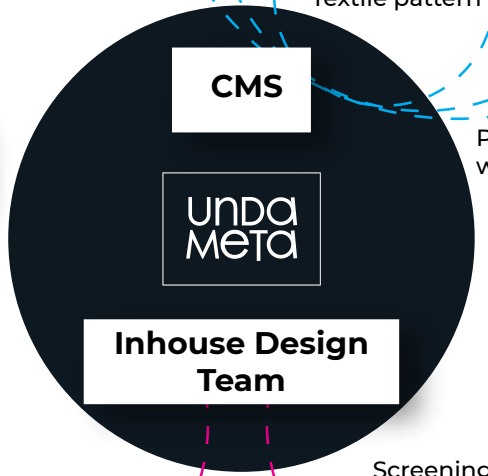
Textile prints featuring limited licensed digital designs on industrial spun, handmade, synthetic, and natural fibers

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

Quality Control

Partners

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

Pay our partners within 24-48 hrs

Clients

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

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


Designers

Fashion Designers
Textile Designers
Pattern makers
Illustrators

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

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 strands of beaded necklaces and large, ornate earrings. The background is a textured, light 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?

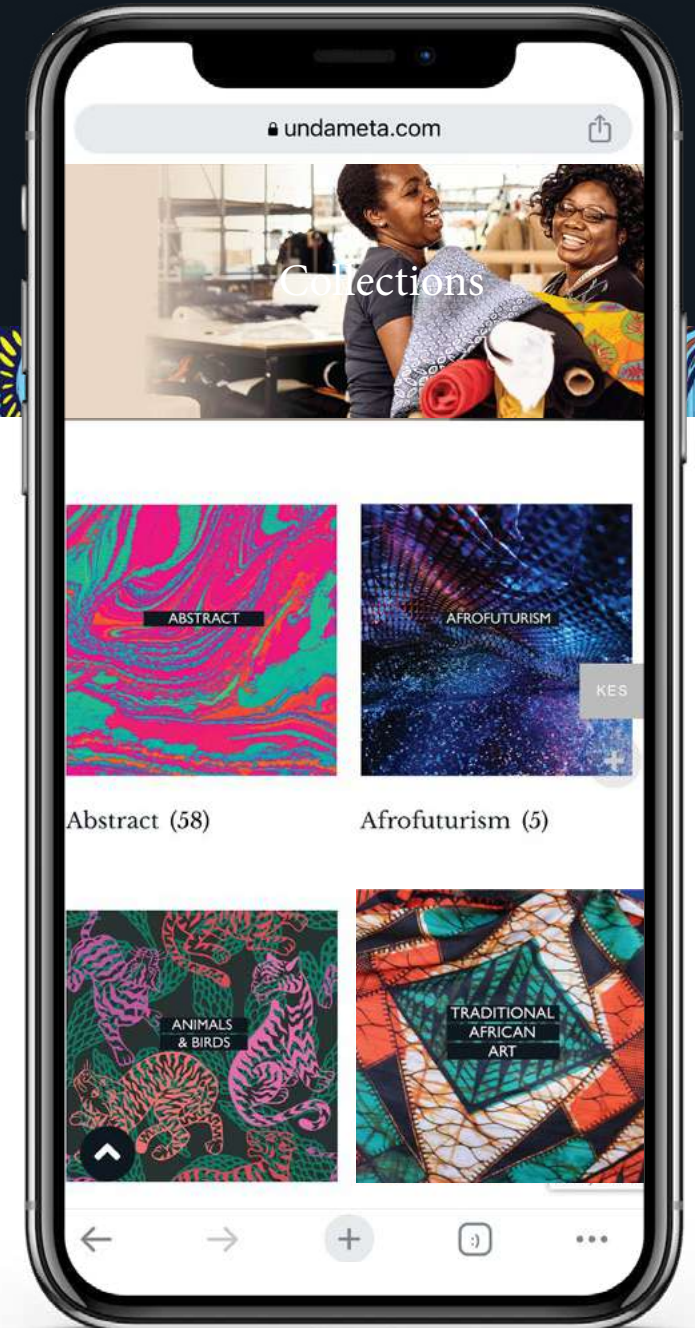
Visit www.undameta.com. There are four main sections.

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 15 different fabric types. Your printed fabric orders will be delivered to your doorstep within 10 - 14 working days.

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.

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

UndaMeta Leso Edition allows you to purchase industrially printed lesos with minimum order quantities of 4,125 m (2500 lesos).





unda
meta

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 15 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

\$11.86
per meter; the minimum cost of
printed textile fabric exc. digital tax

to

\$17.80
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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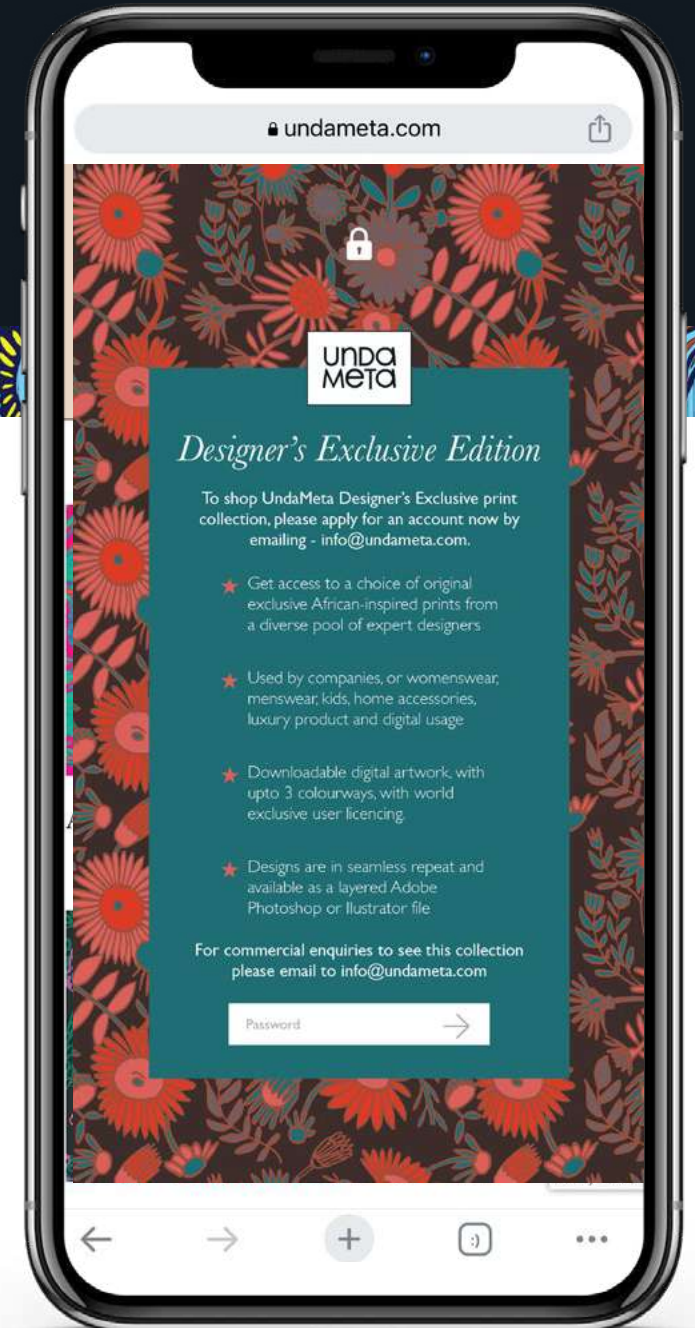
Chora
your own prints

<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 with a brief. We shall get back to you within 3 work days.

Inspo mood board

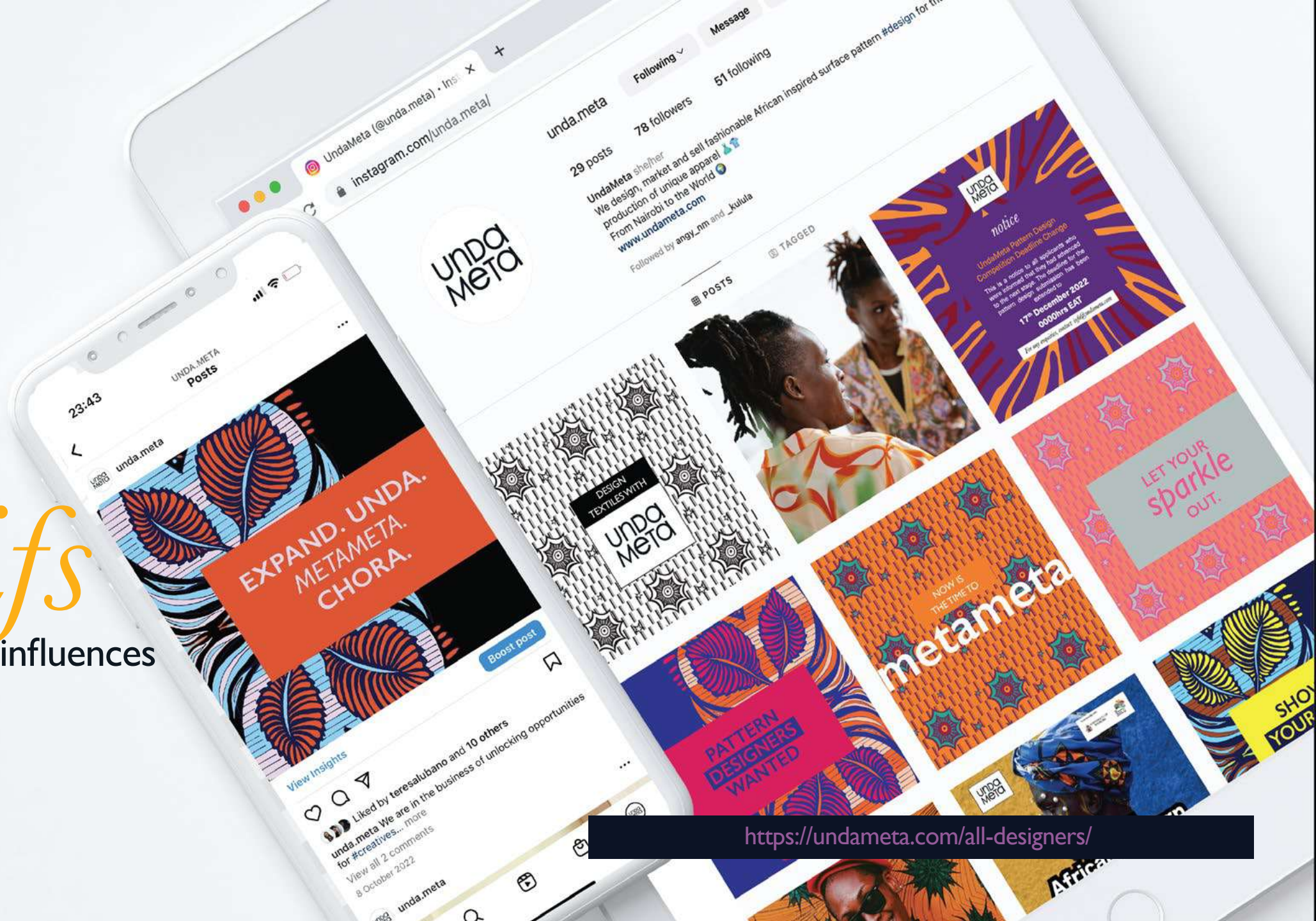
One Designer's Exclusive pattern design can produce a variety of printed products.



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 Pricing

Tiara

Fabric Code: 900811
440±5 gsm
Finish: Very thick,
sturdy canvas
Width: 60 inches
Material: 100% cotton

\$17.33

Trailblazer

Fabric Code: 900810
125±5 gsm
Finish: Lightweight,
non-stretch cotton
Width: 47 inches
Material: 100% cotton

\$11.86

Tangawizi

Fabric Code: 900907
230±5 gsm
Finish: Medium
weight, non-stretch,
cotton
Width: 60 inches
Material: 100% cotton

\$12.87

Bedazzle

Fabric Code: 900815
129±5 gsm,
Finish: Satin weave
Width: 60 inches
Material composition:
100% cotton

\$15.76

Bahati

Fabric Code: 900827
268±5 gsm
Finish: Medium
weight canvas
Width: 60 inches
Material composition:
100% cotton

\$16.20

Baraka

Fabric Code: 900829
270±10 gsm
Finish: High quality,
thick and non-stretch
drill cotton
Width: 60 inches
Material composition:
100% cotton

\$16.20

COTTONS

Fabric Types and Pricing

Bustani

Fabric Code: 900817
280±5 gsm
Finish: Twill weave
Width: 60 inches
Material: 65% polyester and 35% cotton

\$14.87

Bloom

Fabric Code: 900821
235±5 gsm
Finish: Twill weave
Width: 60 inches
Material: 100% cotton

\$15.31

Bliss

Fabric Code: 900819
113±5 gsm
Finish: Plain weave
Width: 60 inches
Material: 100% cotton

\$15.31

Sensational

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

\$17.80

Sassy

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

\$17.80

Sparkle

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

\$17.80

POLY-BASED

Fabric Types and Pricing

Taikenya

Fabric Code: 700815
116 gsm
Finish: Lightweight,
breathable
Width: 46 inches
Material: 100% cotton

\$4.01

*MOQ 4,125m

Taarab

Fabric Code: 900813
125±5 gsm
Finish: Smooth, non-
stretch cotton
Width: 47 inches
Material: 100% cotton

\$13.94

Becoming

Fabric Code: 900825
210±5 gsm,
Finish: stiff PV,
suited for dustcoats
and suiting
Width: 60 inches
Material composition:
65% polyester and
35% viscose

\$15.31

COTTONS

POLY-VISCOSE

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*Buy authentic, premium African
textiles from Kenya.*

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

How to *pay and checkout* on UndaMeta

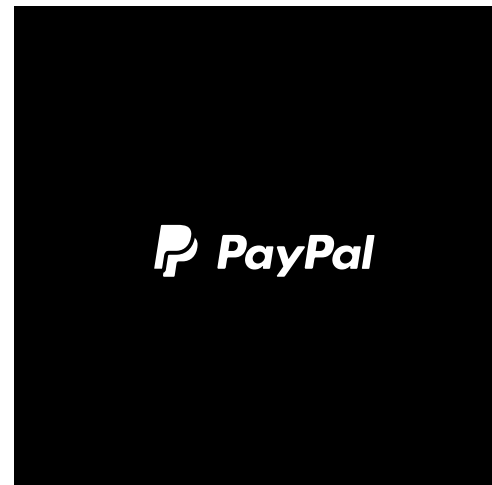
By PesaPal



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

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



Asante
Thank you

