

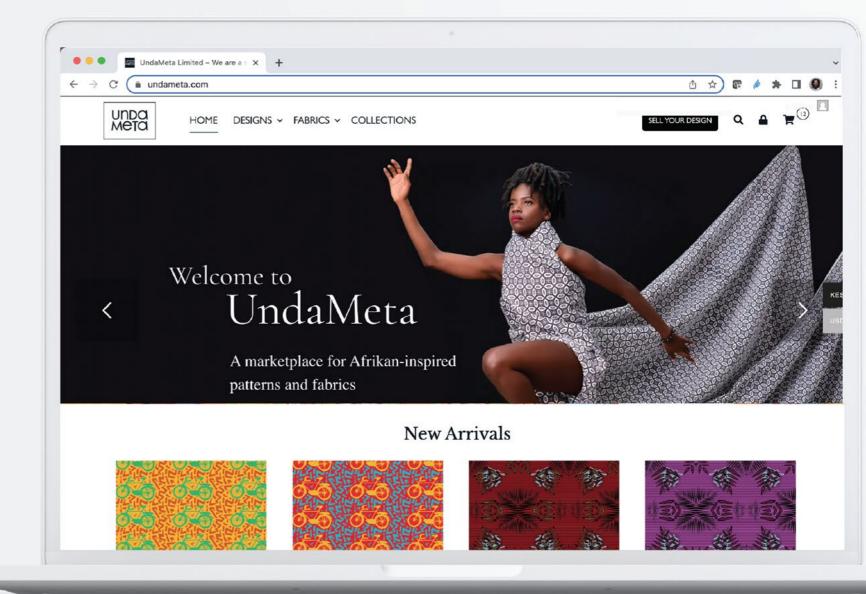




### Introduction

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 and homeware items

#### **Our Mission**

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



### Our Strategy

At UndaMeta, we understand that Africa is a vast and vibrant continent—rich in culture, perspective, and creative expression. When it comes to textile design and custom fabric production, no single voice can fully represent the depth of our heritage. That's why we've built a collaborative platform—welcoming a diverse network of Africa-inspired creatives from across the continent and beyond—to co-create the bold, beautiful patterns we proudly offer.

Sustainability is at the heart of what we do. By printing on demand, every fabric we produce is made with purpose, ensuring it has a home before it leaves our hands. This not only reduces textile waste, but affirms our commitment to responsible production and cultural integrity.

As East Africa's first digital pattern bank, we connect independent designers, textile mills, and makers—enabling creatives to earn royalties and build livelihoods through their art. In Kenya's \$5.95B fashion market, UndaMeta's blend of heritage, innovation, and inclusion uniquely positions us to scale across Africa and beyond. Let's shape the future of African design—together. Let's Be Metaordinary.



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.

**SELLYOUR DESIGNS** 

Apply

Upload

Sell

Earn











#### **UNDAMETA STRATEGIC BLUEPRINT**

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, & natural fibers

#### **Designer's Exclusive Edition**

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

#### **UndaMeta Leso**

Customers can also purchase industrially printed leso. Minimum order quantitly is 2,500 pcs.

**Tailoring** Services for Linens

Customers can request for the fabric theve purchased to to be stitched as linens

Vendor Dashboard Digital Marketing **Payments** Inventory

Design patterns Curation Print-on-demand Logistics Packaging

#### **PRODUCT**

Interactive

**CMS** 

UNDA META

**Inhouse Design** 

**Team** 

**Product** 

Vendor

Printed fabric Textile pattern

Receive online orders from clients in realtime

Make payments

to designers

(royalties) via PayPal (\$) within

10 work days

(Pesa/Pal, PayPal)

Pay our partners within 24-48 hrs

NOT

**BUILT** 

**Partners** 

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

Hosting server

14 days cycle

**Clients** 

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

Designers

**Fashion Designers** 

**Textile Designers** 

Pattern makers

Illustrators

Textile Design Hubs

**KEY** 

To begin in Q2 2025

Stakeholder interactions Central Management System

Cash flow

Infographic design: 2024 © Teresa Lubano Contact: info@undameta.com

Consultancy

Design & produce surface pattern designs Digital marketing promotion Fabric and Textile consultation services \*Training techniques for surface pattern & textile design Screening and management of design inventory Onboarding vendor designs online Supervision of design artwork, textile fibre and print outputs

**Quality Control** 



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

### unda Meta

Explore

our products & services online

- Pattern and Fabric Limited Edition
- 2 UndaMeta Leso
- 3 Designer's Exclusive Design Edition
- Tailoring of Linens
- **6** UndaMeta Creators
- 6 Fabric Types and Pricing
- 7 FAQs
- 8 Be MetaOrdinary Campaign
- Our Leadership & Team



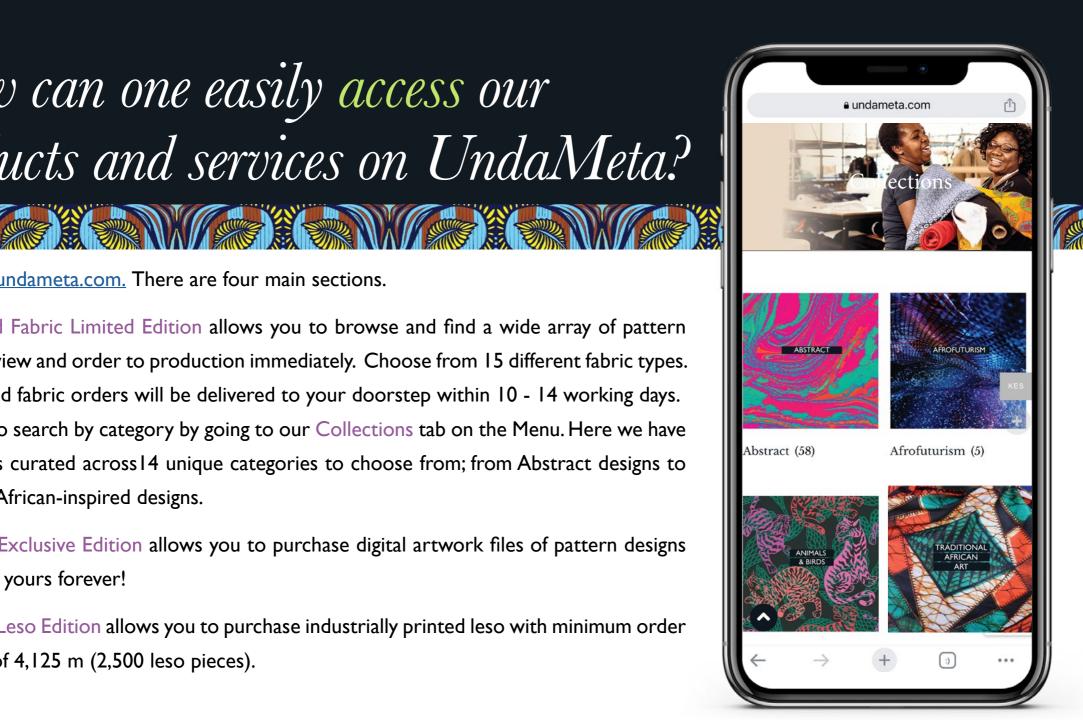
## How can one easily access our products and services on UndaMeta?

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. Here we have 300+ prints curated across 14 unique categories to choose from; 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 leso with minimum order quantities of 4,125 m (2,500 leso pieces).





## How can one buy patterned fabric print on UndaMeta?

Browse our Pattern and Fabric Limited Edition collection to view a variety of Africaninspired 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

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

\$17.80
per meter; maximum cost of printed textile fabric exc. digital tax

 $_{\mathsf{max}}$  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.

## Sample some of our beautiful print designs, printed on-demand; MOQS from 3 to 500 metres here →





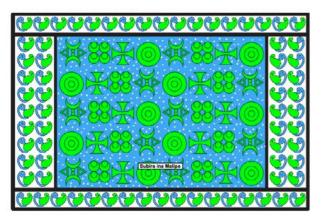
Customize a

## Khanga

design of your choice



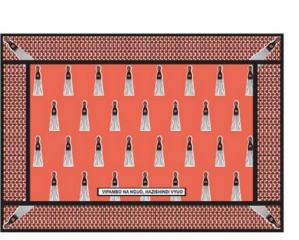
## Own a piece of East African cultural heritage by ordering the leso; MOQS from 4,125 metres (2,500 leso pieces). Explore more designs <u>here</u> →



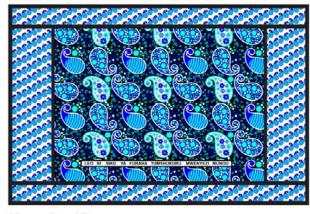
Subira Haina Malipo



Patience Pays Rewards



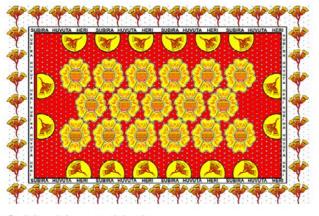
Kichanuo Flare



Korosho Khanga



Our Past Matters



Subira Huvuta Heri



## How to buy exclusive world-wide licenced 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.

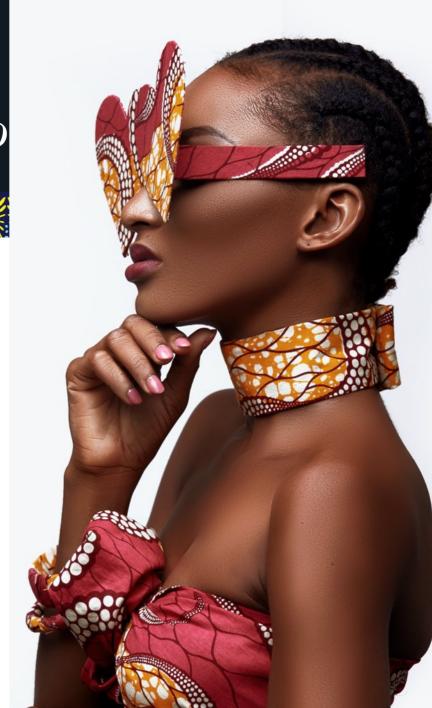
To access this edition, a Buyer must fill out a form to request and use a unique code to view the designs. Once purchased, the Buyer will receive an email downloadable folder of the surface pattern design. The Buyer owns worldwide exclusive rights to this textile print and can print from anywhere in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



# How to buy exclusive world-wide licenced 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.

If you are a brand that is looking 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. Custom prints for brands are priced at \$750 for a 3-year license.



Designer's Exclusive Edition pattern design can produce a variety of printed products. See more <a href="here">here</a> →











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



Tailor your own linens



From tableware to home decor we tailor your linens. See our fabric specifications and pricing <a href="here">here</a> ->



Napkins s/4 or s/8



Round Tableclothes



Runners



Rectangle Tableclothes

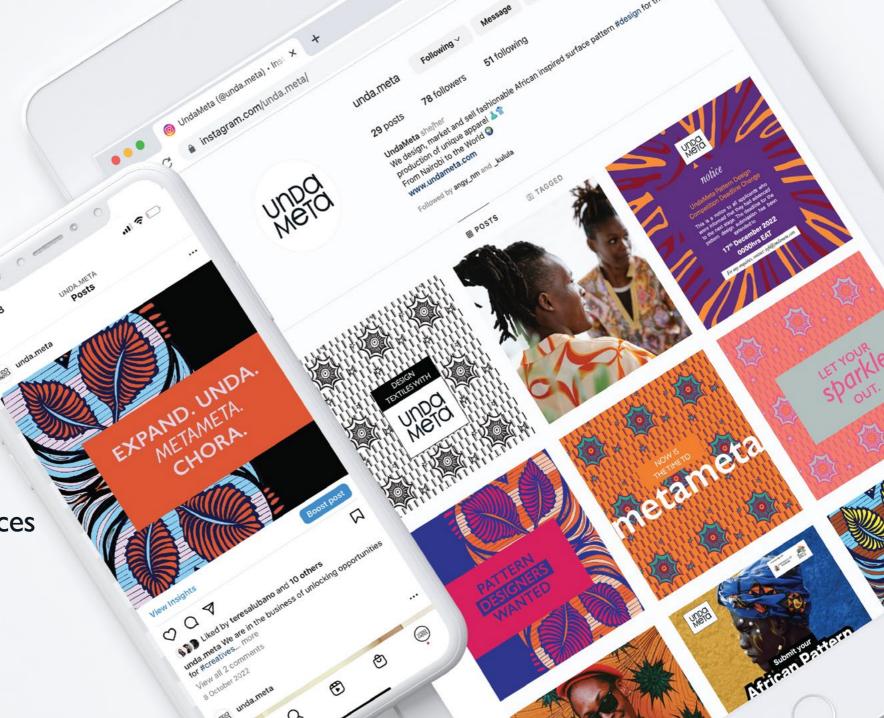


**Tablemats** 

Meet the Creators of

Motifs

shaped by local influences



### UndaMeta Creators

We collaborate with a global network of talented surface pattern designers—our UndaMeta Creators—who draw inspiration from African heritage, culture, and contemporary expression. Each design featured on our platform is crafted by skilled professionals, many with deep roots across the continent. In recognition of their creativity, all UndaMeta Creators earn royalties from every sale of their work.

For our Designer's Exclusive Edition, we work with a select group of highly professional, independent designers whose digital artworks are showcased within a closed network for premium buyers. These designs bring advanced technical expertise and a refined design aesthetic, carefully curated for high-end use in fashion, interiors, and brand identity. Each file is sold with worldwide licensing rights.





#### Tiara

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

\$17.33

#### Trailblazer

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

\$11.86

#### Tangawizi

Fabric Code: 900907 230±5 gsm Finish: Medium weight, non-stretch, cotton Width: 60 inches Material composition: I 00% 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 100% cotton
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

#### Bustani

Fabric Code: 900817 175±5 gsm Finish: Twill weave Width: 60 inches Material composition: 65% polyester and 35% cotton

\$14.87

#### Bloom

Fabric Code: 900821 230±5 gsm Finish: Twill weave Width: 60 inches Material composition: 65% polyester and 35% cotton

\$15.31

#### Bliss

Fabric Code: 900819 113±5 gsm Finish: Plain weave Width: 60 inches Material composition: 65% polyester and 35% 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

#### **Taikenya**

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

\$4.01

\*MOQ 4,125m

#### Taarab

Fabric Code: 900813 125±5 gsm Finish: Smooth, nonstretch combed 100% cotton Width: 72 inches Material composition: 100% cotton

\$13.94

#### **COTTONS**

#### 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

**POLY-VISCOSE** 

We offer 15 textiles to choose from, ranging from 100% cotton to poly-cotton blends and polyester, all spun, woven, and digitally printed in Kenya by our trusted partner mills.

View fabric types <u>here</u> View fabric pricing here

Get to know our fabrics—
order your <u>swatch</u>
<a href="mailto:swatch">catalogue</a> today →





#### How does one 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.

To view our Frequently Asked Questions please see <a href="here">here</a>

Be Metaordinary

## 9 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

Learn more about the Team here ->



