

UNDA
META

Be Metaordinary





In Swahili,

Unda Meta

means 'to make/ design'

means 'to shine'

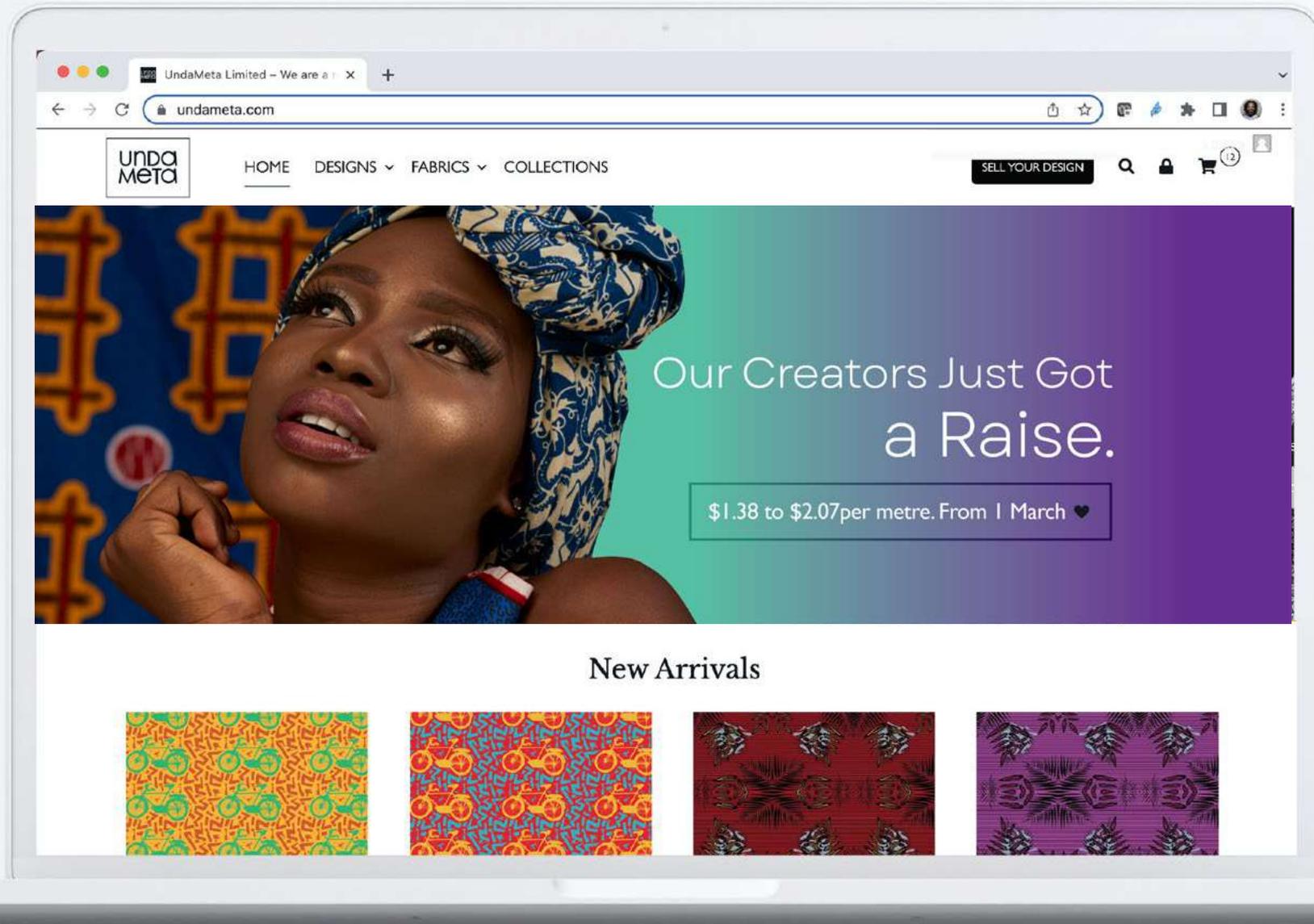
We believe in a bright future for African-inspired textiles and are pioneering a sustainable, culturally responsive fashion movement for emerging markets.

Introduction

Fabrics and the surface patterns they bear have always fascinated Teresa Lubano. In 2022, while studying for her Masters in Design at the University of Nairobi, she joined an Imagination Workshop organized by African Hub for Sustainable Creative Economies (AHSCE), sparking the idea for UndaMeta.

UndaMeta is a marketplace offering curated African digital surface patterns and textiles for sale, connecting print designers, fabric makers, and fashion producers.

The platform bridges a critical gap in the creative economy, bringing African design heritage to a global audience.





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 and sustainable 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.

SELL YOUR 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

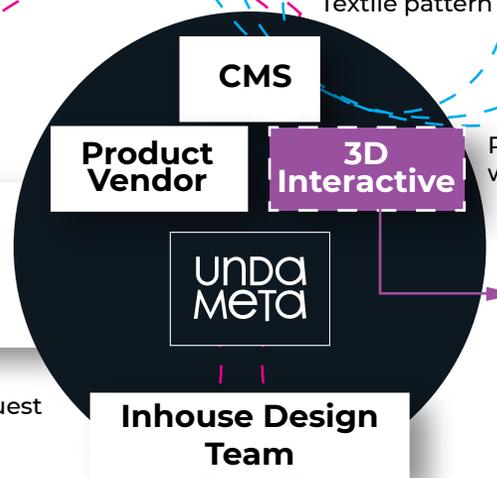
Customers can also purchase industrially printed lesos. Minimum order quantity is 2,500 pcs.

Tailoring Services for Linens

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

Consultancy

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



SYSTEM
Vendor Dashboard
Digital Marketing
Payments
Inventory

SERVICES
Design patterns
Curation
Print-on-demand
Logistics
Packaging

PRODUCT
Printed fabric
Textile pattern

Designers

Fashion Designers
Textile Designers
Pattern makers
Illustrators

Clients

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

Partners

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

Quality Control

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

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

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

Pay our partners within 24-48 hrs

14 days cycle

- KEY**
- * To begin in Q2 2025
 - 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, adorned with multiple necklaces of white and blue beads and large, ornate earrings. The woman on the right is wearing a blue and red plaid shuka and a red top, also adorned with multiple necklaces of white and blue beads. They are standing outdoors against a blurred background of trees and a building.

UNDA
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Explore

our products & services
online

- 1 Pattern and Fabric Limited Edition
- 2 UndaMeta Leso Edition
- 3 Designer's Exclusive Design Edition
- 4 Tailoring of Linens
- 5 UndaMeta Creators
- 6 Fabric Types and Pricing
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- 8 Be MetaOrdinary Campaign
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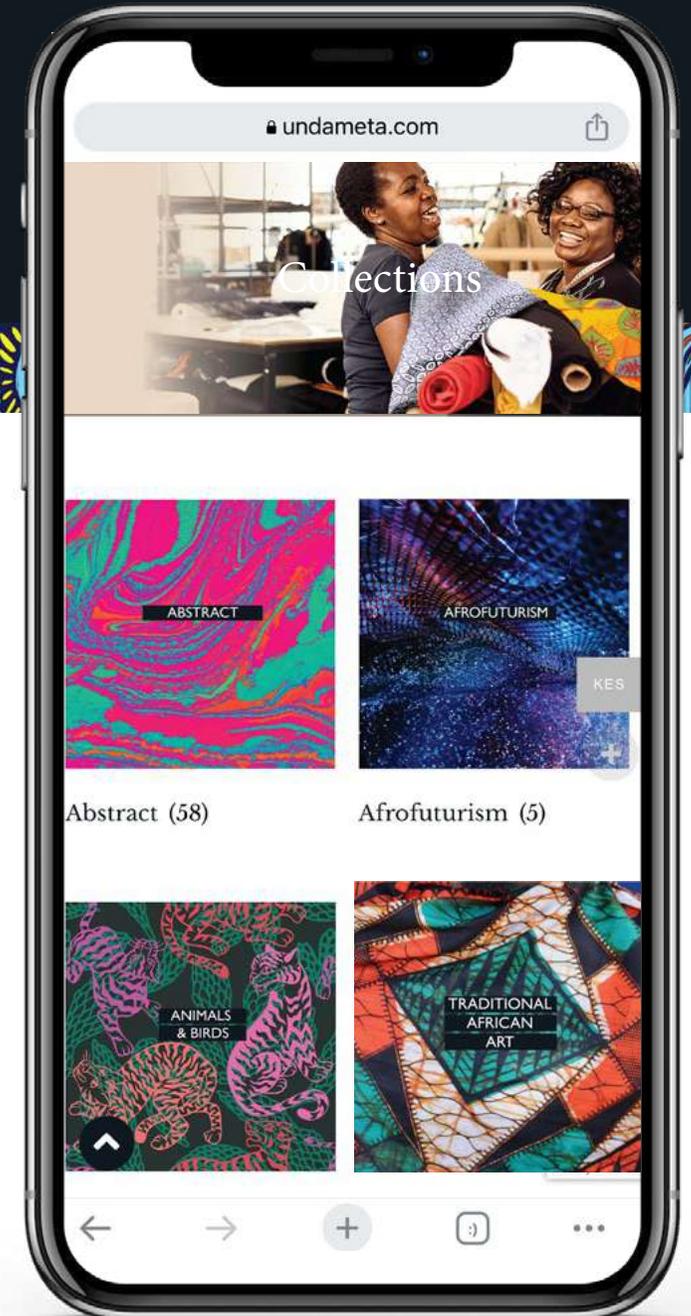
How can one easily *access* our products and services on UndaMeta?

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 lesos with minimum order quantities of 4,125 m (2,500 lesos pieces). We also allow digitally printed lesos start from MOQs of 3.3 m (2 lesos pieces).



1

PATTERN & FABRIC LIMITED EDITION

MetaMeta

in contemporary Afrikan prints



1

*How can one **buy** patterned fabric print 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 16 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.

1

PATTERN & FABRIC LIMITED EDITION

Pattern and Fabric Limited Edition *printed textile costing*



Printed textile costs

\$13.40

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

to

\$19.34

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

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.

min

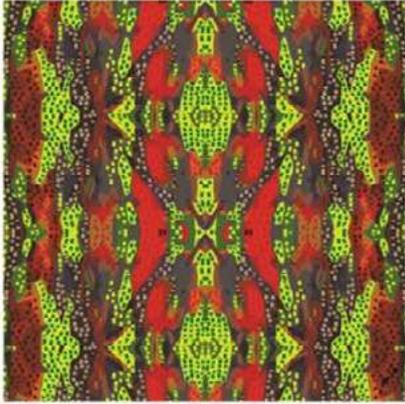
3m

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

1

PATTERN & FABRIC LIMITED EDITION

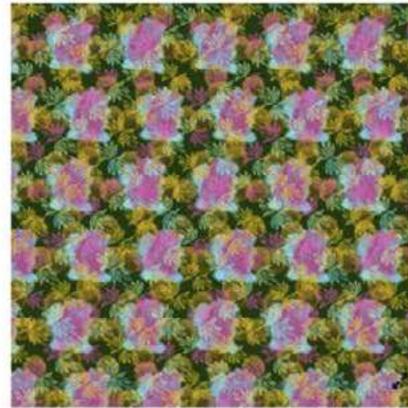
Sample some of our beautiful print designs, printed on-demand; MOQs from 3 to 500 metres [here](#) →



Eucalyptus bark



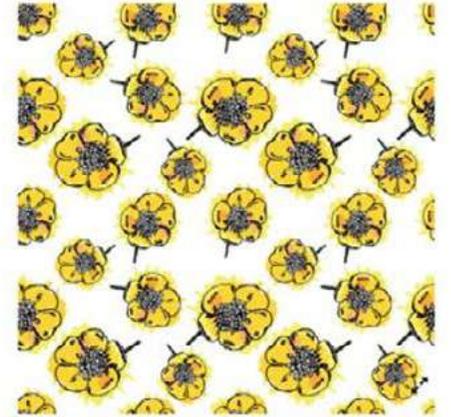
Kwanzaa Celebrations



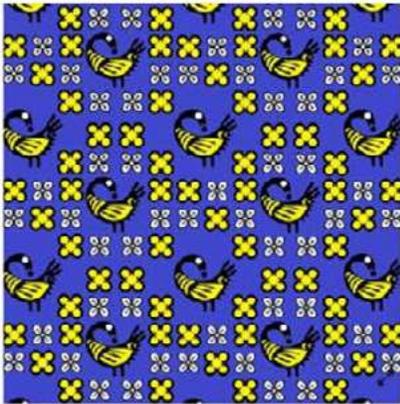
Aloe Vera Multi



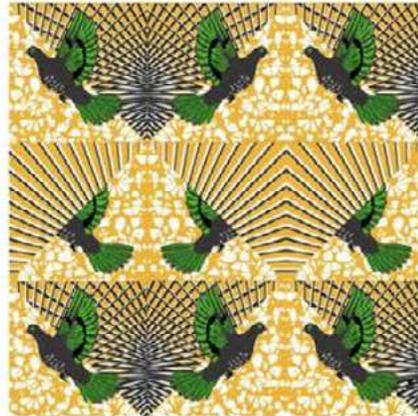
Sharake Cool



Ranunculus Toss



African Sankofa



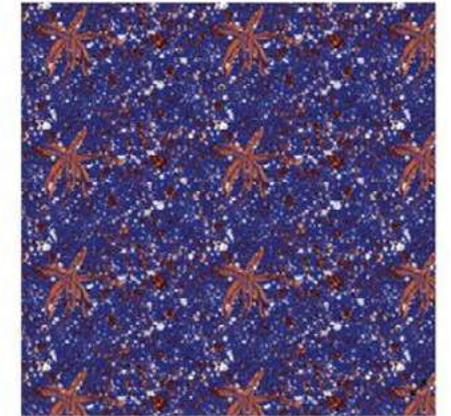
Mai Rigan Kaba 3



Floweret Chaos



Africa Connect



Frosty

2

UNDAMETA LESO EDITION

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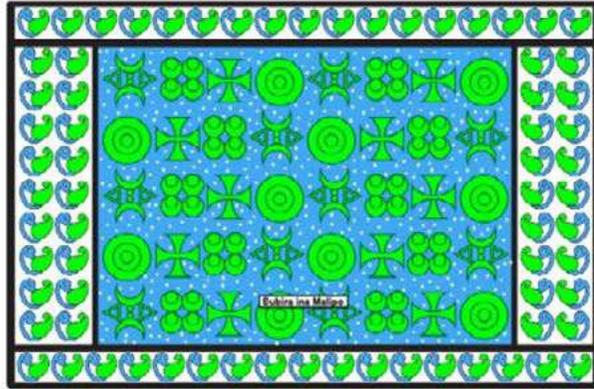
Customize a

Khanga

design of your choice



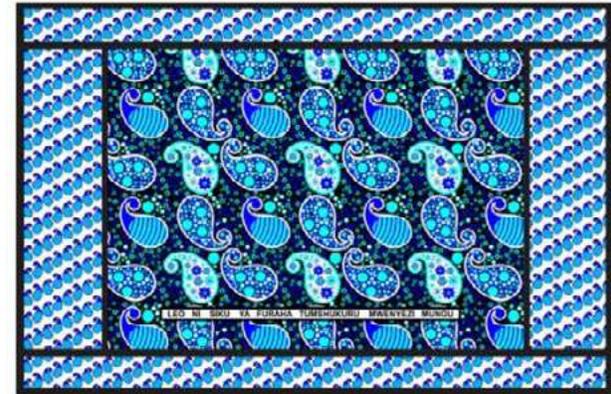
Own a piece of East African cultural heritage by ordering the leso; MOQs from 4,125 metres (2,500 leso pieces). Digitally printed lesos; MOQ from 3.3m (2 leso pieces) Explore more designs [here](#) →



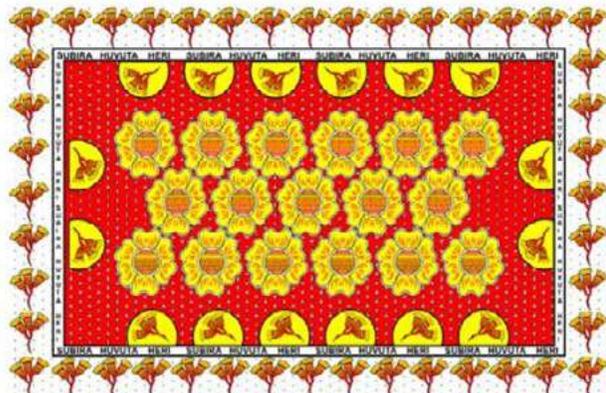
Subira Haina Malipo



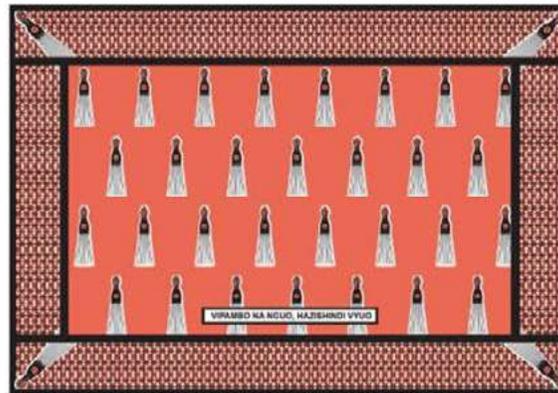
Patience Pays Rewards



Korosho Khanga



Subira Huvuta Heri



Kichanuo Flare



Our Past Matters

3

DESIGNER'S EXCLUSIVE EDITION

Chora

your own prints



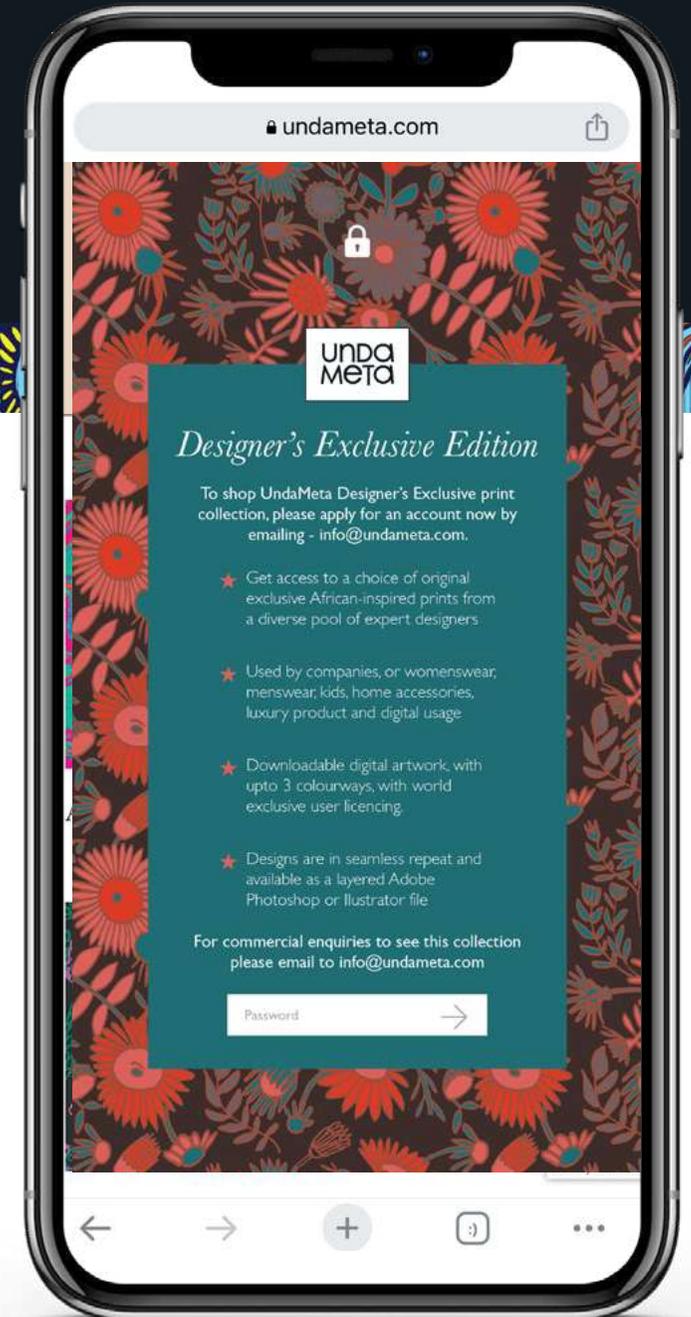
3

DESIGNER'S EXCLUSIVE EDITION

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 *\$650*.

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.



3

DESIGNER'S EXCLUSIVE EDITION

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.

For bespoke requirements, UndaMeta also creates custom surface pattern designs with worldwide exclusive rights — pricing tailored to client specifications.

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 three (3) work days.



3

DESIGNER'S EXCLUSIVE EDITION

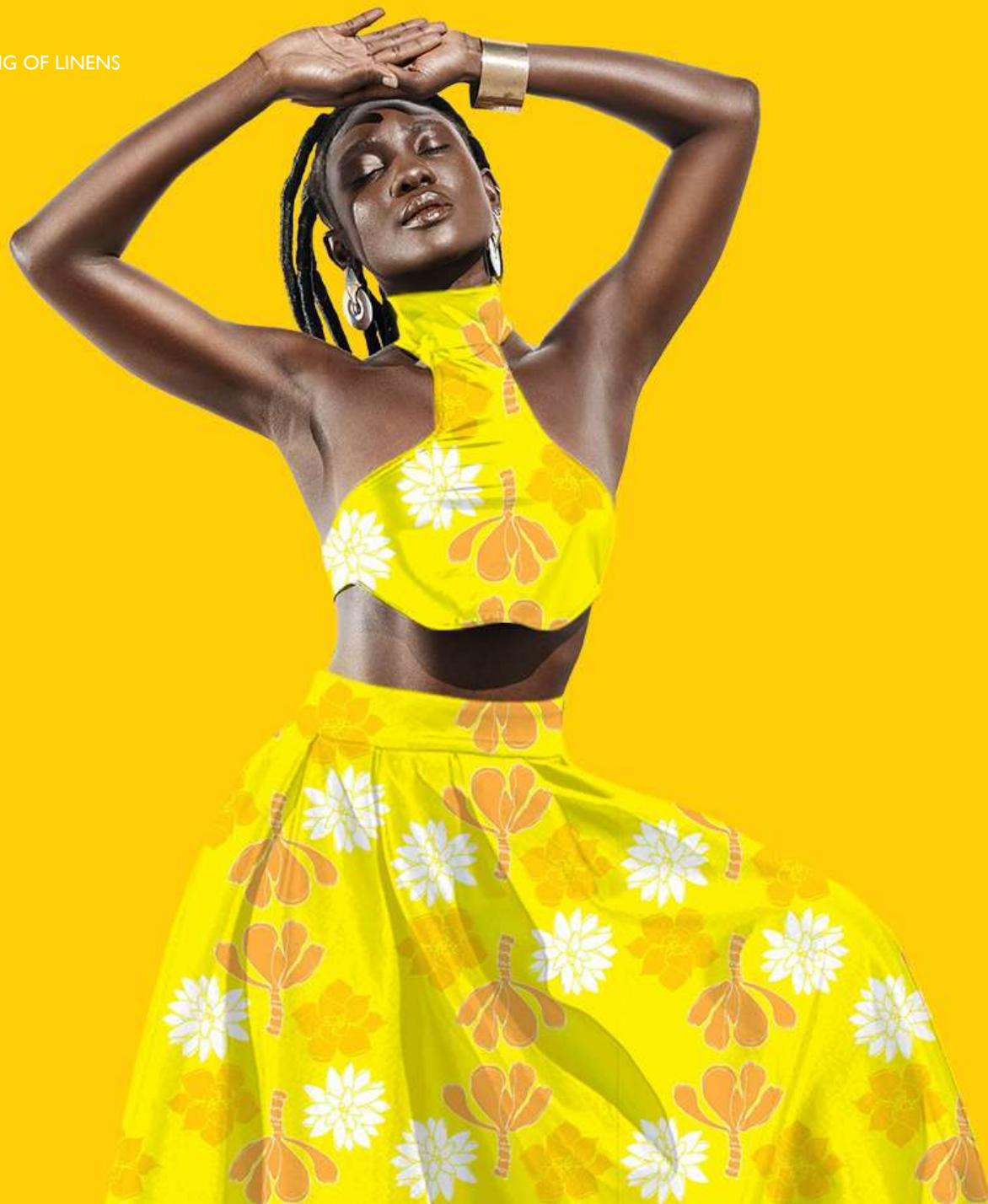
Designer's Exclusive Edition pattern design can produce a variety of printed products. See more [here](#) →



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

4

TAILORING OF LINENS



Tailor

your own linens with
UndaMeta x Afrodiszy





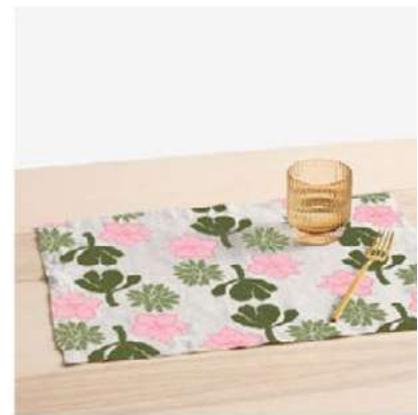
From apparel, to tableware to home decor we tailor your linens. See our fabric specifications and pricing [here](#) →



Napkins s/4 or s/8



Runners



Tablemats



Round Tableclothes



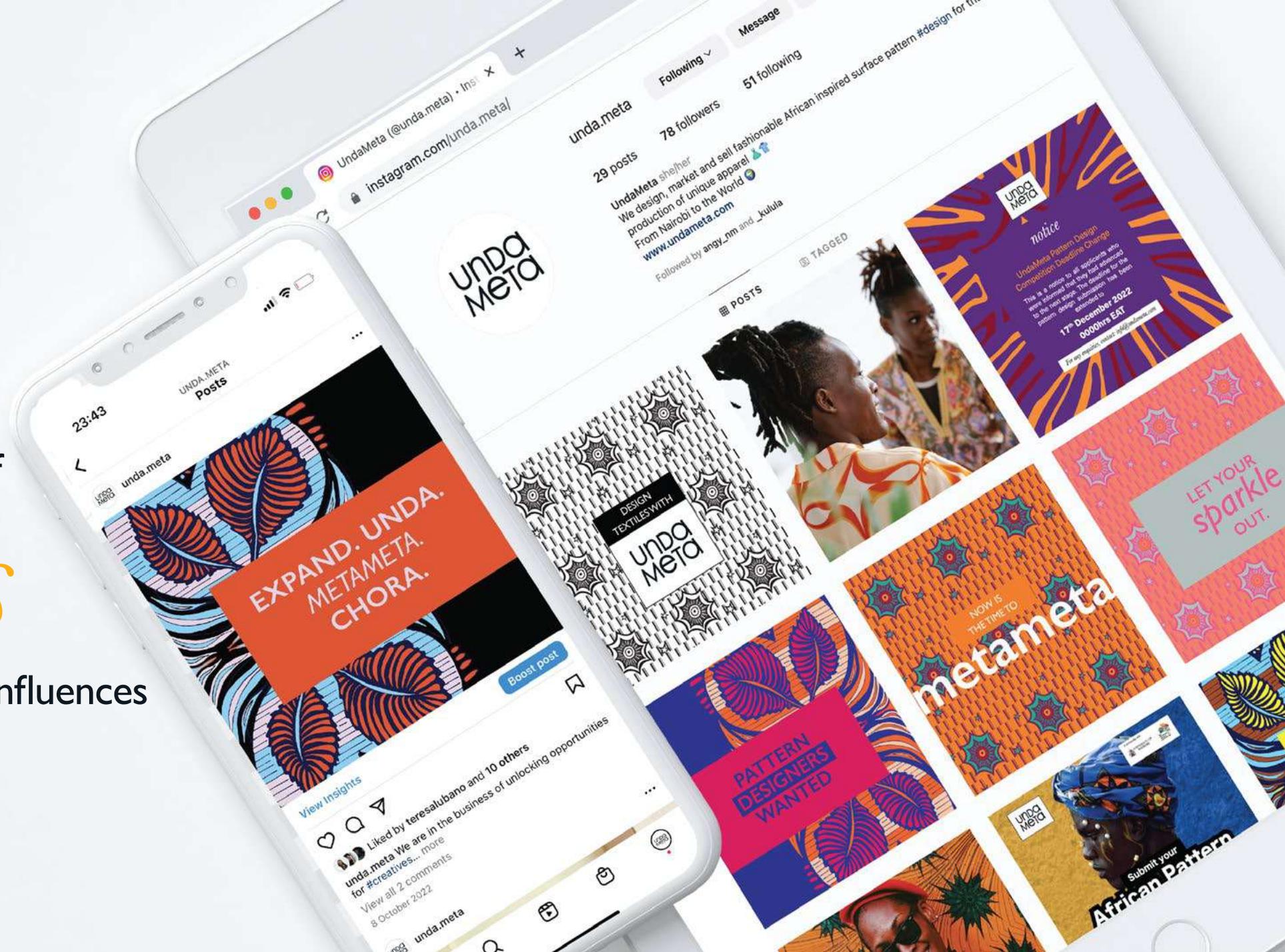
Rectangle Tableclothes



Shirts and more...

Meet the Creators of *Motifs*

shaped by local influences



Supporting the Next Generation of Afrikan 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.





Affordable,

Sustainable

textiles & fibres

Fabric Types and Pricing

Tiara

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

\$18.87

Trailblazer

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

\$13.40

Tangawizi

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

\$14.41

Bedazzle

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

\$17.30

Bahati

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

\$17.74

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 composition:
 65% polyester and
 35% cotton

\$16.41

Bloom

Fabric Code: 900821
 235±5 gsm
 Finish: Twill weave
 Width: 60 inches
 Material composition:
 65% polyester and
 35% cotton

\$16.85

Bliss

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

\$16.85

Sensational

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

\$19.34

Sassy

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

\$19.34

Sparkle

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

\$19.34

POLY-BASED

*All costs exclude VAT.

Fabric Types and Pricing

Taikenya

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

\$4.01

MOQs 4,125 metres

\$9.94

MOQs 3.3 metres

COTTONS

Taarab

Fabric Code: 900813
125±5 gsm
Finish: Smooth,
non-stretch cotton
Width: 60 inches
Material composition:
100% cotton

\$15.48

Tausi

Fabric Code: 900813
125±5 gsm
Finish: A stiff
poly-cotton
Width: 47 inches
Material composition:
65% polyester and
35% cotton

\$3.51

MOQs 4,125 metres

\$9.06

MOQs 3.3 metres

POLY-COTTON

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

\$16.85

POLY-VISCOSE

We offer sixteen (16) 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 [here](#)
View fabric pricing [here](#)

*All costs exclude VAT.

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FABRIC TYPES AND PRICING

Fabric Types and Pricing

Get to know our fabrics—
order your [swatch
catalogue](#) today →





Buy authentic, premium African textiles from Kenya to the World.

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

FAQs

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 [here](#) →

8

BE METAORDINARY CAMPAIGN

[PLAY VIDEO](#) →

Be MetaOrdinary

9

OUR TEAM & PHILOSOPHY

Our Leadership

Teresa Lubano

Founder, UndaMeta Limited

UndaMeta Limited

P.O. Box 65007 – 00618 Nairobi, Kenya

Phone: +254 (0) 769 283 120

Email Us: info@undameta.com

Learn more about the Team [here](#) →

Our Philosophy

See our Values and Spirit [here](#) →



Asante
Thank you

