



The Bold Woman Fellowship

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REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Fashion, design, crafts, digital transition
BENEFICIARY (IES):	Bold in Africa
COUNTRIES COVERED BY THE ACTION:	Uganda
PROJECT DURATION:	04/2022-01/2024 (22 months)
BUDGET:	EUR 71 678 – EU FUNDING: EUR 71 678 (100 %)
WEBSITE:	www.boldinafrica.com

The aim of 'The Bold Woman Fellowship' project is to develop an e-commerce shop and a creative digital marketing programme for various Ugandan designers associated with the eponymous shop, which was founded in Uganda in 2012.

To achieve this goal, the design of the e-commerce shop has already been completed and is set to launch in early 2024. Particular attention has been devoted to content creation, advertising, and maintenance services. Bold in Africa has shifted away from traditional market tactics, instead focusing on the online market to reach a wider customer base and promote creative fashion and interior design by these designers.

As part of the project, 15 beneficiaries between 18 and 35, with specialized backgrounds in fashion or interior design, have gained enhanced skills and knowledge in design, culture, business, digital marketing, and branding. They have benefited from valuable lessons and case studies drawn from Bold's nine years of growth.

Finally, the reach and visibility of social media campaigns have been accelerated, with the aim of helping designers develop their creative brands and access Bold in Africa's established markets, while simultaneously increasing their visibility at both the national and regional levels.

