



# The AFREPRENEUR

SHINING THE SPOTLIGHT ON AFRICAN TALENT

## CATHERINE JARAMBA

*Fashionpreneur and IT Professional*

FEATURE ARTICLE

***The Bible and  
a Picture***

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# Editor's Note



*Knowing your  
purpose is the  
key to unlocking  
your full  
potential.*

This week I thought I would share a little about the importance of knowing your purpose as you pursue your dreams and aspirations. Enjoy!

Knowing your purpose [the reason for your existence] is the key to unlocking your full potential. Without understanding WHY you exist, you will struggle to know WHAT to do with your life.

Think of it this way, a spoon and a knife are both cutlery utensils, but each has its unique purpose. If the spoon tries to go through life, thinking it is a knife that can cut/ slice/ chop through things, then it is guaranteed to suffer from chronic failure and disappointment. It will despise everything that defines it; the oval/round bowl shape and its blunt edges. Yet the day the spoon discovers that its purpose is to scoop, stir and put food in the mouth, only then will it awaken to its full potential.

Do not despise what you have or who you are, instead use that to figure out your purpose. When you do, pursue it until you realise your full potential!

Moving on, in this weeks issue, we shine the spotlight on a fashionpreneur who turned her passion into a business and has never looked back since. Read on to find out more.

**Grace Mavunga**  
EDITOR-IN-CHIEF & DESIGNER



# CATHERINE JARAMBA

**Above**  
Fashionpreneur and  
IT Professional

Popularly known as Cathejez, Catherine is a fashion entrepreneur, shoe designer and an IT expert by profession. She is the founder of Cathejez Closet, an online store that sells exclusive clothing based in South Africa. In October 2019 she launched her shoe line Cathejez known as 'Glitz bottom'. The brand was birthed from her addiction to fashion and a desire to see women embracing their femininity in style. Each design has a unique personality and is crafted to make a statement.

Fashion has always been her obsession, which she decided to turn into a business. She says at some point, she had a huge collection of new shoes yet to be worn, among the collection were a few pairs that were a size bigger or smaller than she could fit. Inspired to declutter, she decided to sell off a few pairs, and after the first batch was finished, the orders kept coming in. Several pairs later, she decided to turn the idea into a full-fledged business, and today the rest is history. That decision paid off, and the Cathejez brand continues to soar. Her vision is to take the brand global and one day grace the International Fashion shows exhibiting her own designs."

She is also an IT graduate from Rhodes University, South Africa and currently expanding her IT expertise working in the banking industry. In 2018 she co-founded TnC Solutions, an IT company which specialises in website designing, analytics and social media marketing. Her hope is to see more women pursuing IT as a career path because the world is changing, and technology continues to dominate, making it one of the significant drivers of economic development. The future is digital, and so more women need to rise and participate in shaping the future for generations to come.



In 2020 she was nominated as one of the best female personalities by Zimbabwe Achievers; an organisation that recognises the work being done by Zimbabweans in the diaspora. This was in recognition for her work after launching Glitz Bottoms and the performance of her business. She is also supporting Kudakwashe Home for disabled people in Zimbabwe; by assisting them with various basic necessities.

The future is bright for this driven young woman, who continues to aim for the sky. She is not afraid to take up new challenges and is always on the lookout for new opportunities to grow and develop her business interests. In the pipeline, she has two upcoming projects she will be launching soon, so be on the lookout for them!

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# *'The Bible and a Picture'*

BY CLIVE THABO MATHONSI



"When a disaster has submerged, the word of God doesn't cool down with waves". These words will unfortunately define calamities and lamentations of Cyclone Idai victims but as they suffer the trauma, not all was lost! Under the gigantic boulders of a totally wiped house, I saw two things that gave me a different narrative and perspective about life. A Bible and a picture!

You see when Titanic sank, it wasn't the grief that made the world marvel at what had happened but the individual stories of its victims! This Bible has a story of its own and the picture another but astonishingly, they all survived and were resilient enough to weather all the conditions before and after the cyclone.

A relative left a picture of a loved one. A beautiful young lady that has an contagious aura and bright eyes that look happy and twinkling everytime you look at the picture. However this was goodbye! A send off! A hey, I miss you, sister, daughter or maybe even wife! Whatever it was, the world will never know the last moments or feel the last breath that this lady took before her eventually demise but this picture! This window! This insight! This smile and twinkling eyes are the only things we have left!

The Bible on the other hand was drenched but all the words that are written God on the visible pages are clear as day! Let me repeat this, the Bible was drenched and the pages spoiled but the Lord's name is exalted in the scriptures even after paper and cover was spoil! People search a lifetime for miracles and reason to believe and understand God but never bother to read his word but this Bible has answered the critics. It didn't have to speak out or be read out to quench doubtful minds, it simple had to survive a test of of life itself to show the word how great God is.

Maybe I see things that other people don't and maybe that's insanity but if we don't talk about it then who will know to acknowledge the knowledge we seek to power and empower ourselves with? There is a Bible and there is a picture dear friend's and these monuments survived Cyclone idai.



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