



The AFREPRENUER

SHINING THE SPOTLIGHT ON AFRICAN TALENT

ZIMCOLLAR

*One man's dream to preserve
the Zimbabwean culture for
future generations.*



**TAURAI
MUSHOVE**

Editor's note





This edition features a true son of the soil and visionary with a passion for preserving the Zimbabwean culture. He creates unique and authentic textile designs that exquisitely capture the Zimbabwean story, under the brand name Zimcollar. He is also a gifted fashion designer who was awarded the Zimpride award at the Harare Fashion Week 2019. I am confident that you will enjoy reading the rest of his story as you get to know more about the vision behind Zimcollar.

Please share his story with others, and follow Zimcollar on social media (links provided below). Also, visit the Zimcollar online store to view the splendid designs available in stock.


Follow the Afreprenuer on Instagram and Facebook to get regular updates and see more African talent. You can contact me on email for any enquiries and visit my website to know more about me as well as see all the previous editions of the Afreprenuer. Last, I always look forward to your feedback, so be sure to let me know what you think about this issue and the talent featured.

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"Paper money does not define a country's riches. The nation's wealth lies hidden in its cultural heritage."

I believe Zimbabwe possesses a rich cultural heritage that remains untapped. Over the years, I have seen my fellow kinsman eagerly, embrace other cultures without hesitation. Dating back to the late '90s, and early 2000's when brands such as Fubu 05 and Sean John were a "must-have style" for the young generation of the day. Fast forward a few years into the millennium, Nollywood movies reached our borders and, suddenly every woman wanted to dress like the popular Mama Azuka.

Over the last couple of years, I have had the privilege of living in Dubai, Joburg and also travelled to parts of Europe and Asia. Throughout, I noticed one common denominator -they all possess a well defined rich cultural heritage that governs their way of life. One key pillar supporting that cultural heritage was the evidence of a national attire.

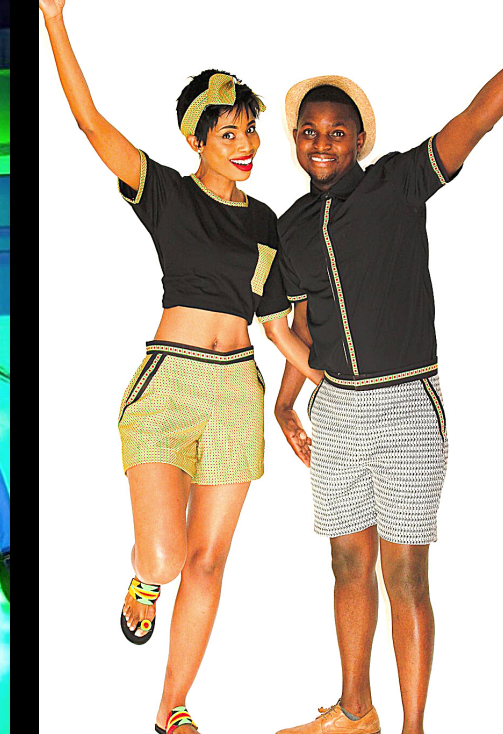
In Dubai, the men wear what they call a dishdasha while women wear the Abaya (a long, black flowing light coat over their clothing). In South Africa, you can quickly identify a particular tribe by merely looking at their dress code.



ZimPride Winner at Harare Fashion Week 2019



Upon reflecting, I began to wonder why, as Zimbabwe, we lacked our unique national attire? Was it because we lacked creativity or people were not bothered about the greater good of preserving our cultural heritage? As a result, I decided to fill in the gap by developing a solution to the problem.



How are you preserving your national culture for the next generation?

My name is Taurai Mushove, proudly Zimbabwean, and the founder of Zimcollar, a brand that creates fabric prints using some of the national monuments of Zimbabwe. Amongst the prints included is our very own Zim dashiki print specially designed to reflect the colours of our national flag. The dream behind Zimcollar was to develop an authentic Zim fabric for making multiple African styled clothing that carries symbols of our cultural heritage. Under the brand, we also tailor-make various clothing items such as hoodies, kids and formal wear. To see all the available stocks, you can visit the Zimcollar online shop.

I believe today's youth need someone to inspire them to have a heart for our nation, and that is my vision. Culture survives through transmission from one generation to another as such; I too have a mandate to preserve the Zimbabwean culture.

The opportunities to explore our cultural heritage are endless; Zim Collar is only but one of them. My challenge to you is this; 'how are you preserving your national culture for the next generation?' Remember if each of us plays our part, then together, we can make a difference.

For more information about Zimcollar and to view our full product range please visit our website: www.zimcollar.com

You can also follow us on social media to get regular updates about any new developments.

Facebook : [@zimcollar](https://www.facebook.com/zimcollar)

Instagram: [@zimcollar](https://www.instagram.com/zimcollar)



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