

endelea
DREAM BOLD

endelea.it



Company Overview

Endelea, a Swahili word for “keep going”, is an ethical fashion brand that bridges Europe and Africa by creating clothes and accessories in traditional African fabrics with a Made in Italy design.



Endelea was born in Milan in 2018 as a pilot project. At the end of 2019, it became a registered Italian company (S.R.L.) and an innovative startup. In 2020, Endelea became a Benefit Corporation with a registered trademark in all of Europe.



Our mission is to create a positive impact in fashion and to empower local talents and entrepreneurs for the growth of local fashion industries, driving change towards economic and social development.



Collections are designed in Italy, ethically produced in Tanzania, and sold in Europe through the e-commerce platform and the wholesale network (online B2C sales represent 85% of the revenues).



Currently, Endelea is the only Italian brand with a premium brand identity that has its production in an African country and has an explicit ethical mission as part of its value proposition.



Why Endelea?

A combination of 3 key pillars: a strong focus on ethics and inclusivity; the extraordinary colors of African fabrics; the competence of Italian design.

Ethics

92% of Gen Z would switch to a brand that serves a social purpose over one that doesn't

88% of young consumers are not satisfied with what brands are currently doing to improve their social impact

1 in 2 consumers in 2020 is influenced by factors related to sustainability and working conditions when purchasing clothing

African fabrics

Featured in **Pinterest's top trends** for 2020

Presented by **Dior** and **Louis Vuitton** in their 2019-2020 collections

African fashion industry will be worth **€13 billion** by 2022

Made in Italy

Exports of Made in Italy products is still growing: **+4% in 2021, €118 billion**

Fashion Made in Italy was exported for a value of **€42 billion in 2020**

Target

Women who embrace Endelea's ethical mission, and love the colors and connections the fabrics have with the African culture.



90% women

Gender



25 - 45

Age Group



Master's Degree

Education



**Managers, freelancers,
employees, professors**

Occupation



**Milan, Rome, Turin, Paris,
London, Madrid, Lisbon,
Amsterdam, Barcelona**

City



€ 35K - 55k

Annual Income



€ 1K - 5k

Annual shopping in clothing



€ 11 billion

Total Addressable Market

“ Why do you
buy Endelea? ”

1. Ethical mission
2. Colors and prints
3. Connection with Africa

Operating Model

Creating a bridge between Italy and Tanzania.

01. Design

Endelea's Design team creates and prototypes the collections in Milan

02. Fabrics

Fabrics are locally sourced in Tanzania from small resellers, or created custom with local workshops

03. Production

Tanzanian tailors craft the collections in Endelea's workshop in Dar es Salaam

04. Packaging

Each product is packed using scrap fabrics from the previous collections, with tags in recycled paper and compostable bags

05. Warehouse

All finished products are shipped to the warehouse in Milan

06. B2C + B2B sales

Items are available online and offline, through the website, temporary shops and a network of selected stores

07. Ethical Mission

3% of Endelea's gross annual revenue is invested in local training, workshops, and sponsorship of collaborations between Italian and Tanzanian universities



Please note: collections that require specific techniques (i.e. quilting) are Made in Italy in certified workshops, using fabrics from Tanzania

Marketing Strategy

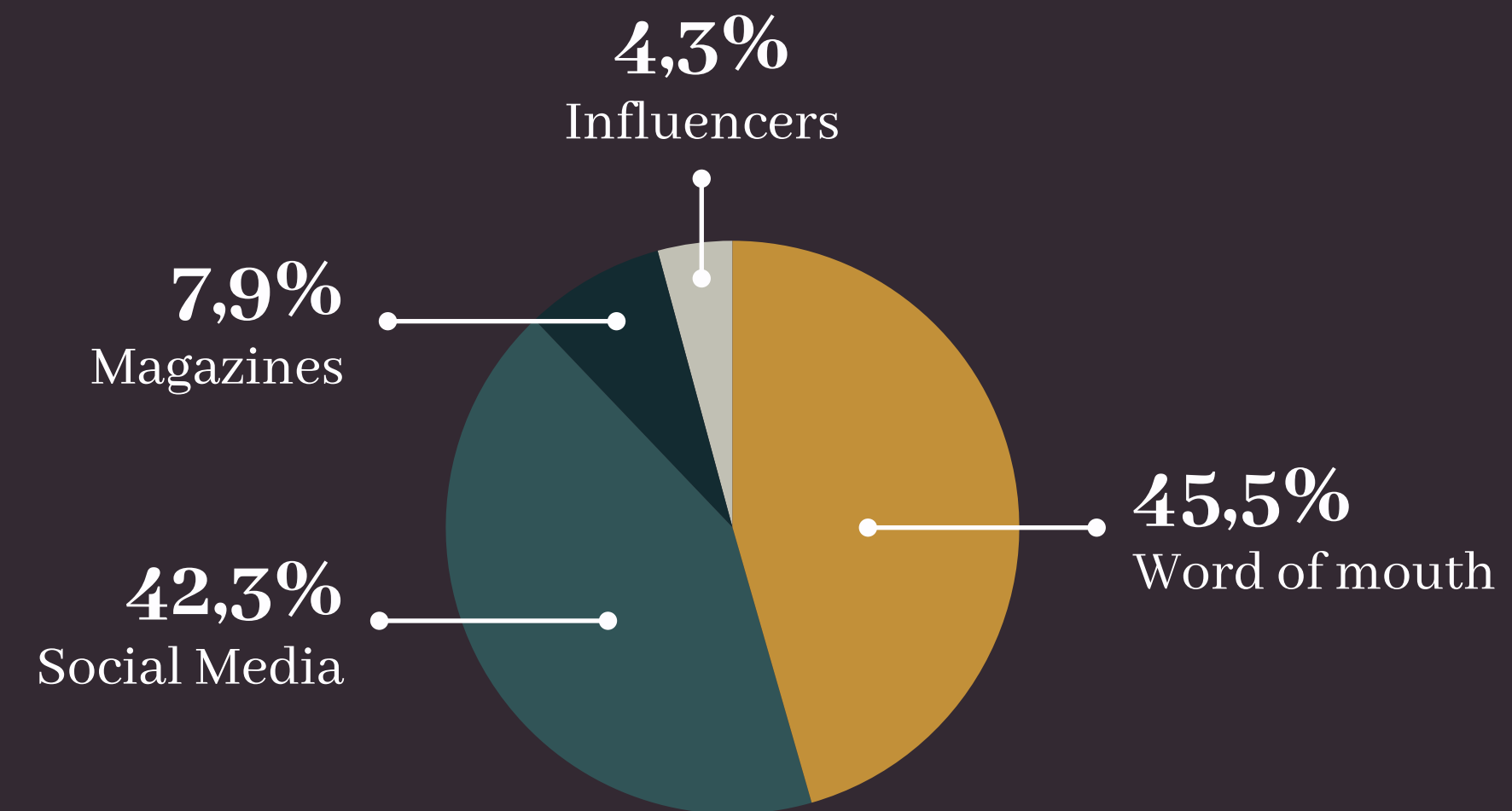
A mix of organic and paid activities that focus on the brand's main pillars: fabrics, design and ethics.

ORGANIC

- Instagram (23,5k followers, +95% growth rate in 2021)
- Facebook
- LinkedIn
- Weekly newsletters (2k contacts, 31% open rate)
- Blog posts (*starting October 2021*)
- Influencer gifting
- Online and print fashion magazines: articles and editorials
- Interviews to the CEO and lessons in the main Italian universities
- Word of mouth*

PAID

- Facebook Ads (Instagram & FB)
- Google Ads
- Online editorials in key periods (i.e. Christmas shopping)



***45% of the respondents to our survey declared they came to know Endelea via word of mouth of enthusiast customers**

Traction in 2021

87% collection sell through and +43% sales growth in 2021 compared to 2020.

Online revenues

€ 46k (+50% in 2021)

Average Order Value

137€ (+65% in 2021)

Average margin per product

75%

Online conversion Rate

0,65%

Registered clients

1.500

Returning customer rate

16%

Average revenue per client

175€

Customer Acquisition Cost

13€

Wholesale revenues

€ 12k (+71% in 2021)

Average Order Value

950€

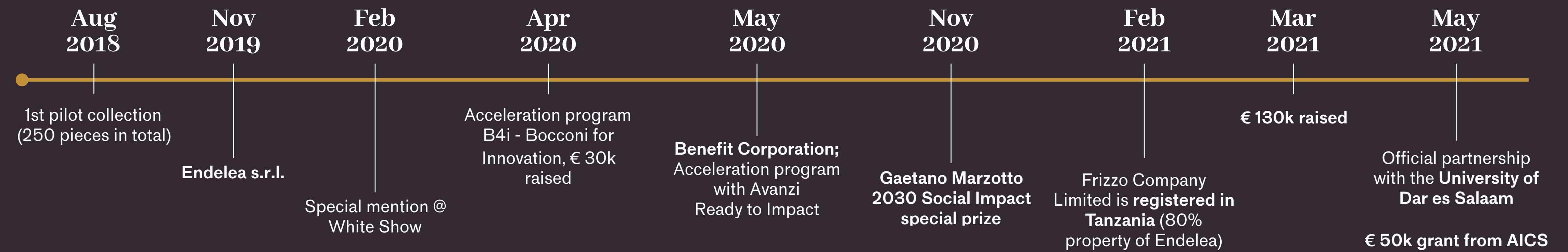
Average margin per product

50%

Our journey

So
Far

From the first pilot collection in August 2018 with 250 pieces in total, to the sixth collection in September 2021 with 1.500 items.



Next
Steps

Endelea is going to consolidate its position in 2022, in order to be able to scale up in 2023. Collections will feature more traditional fabrics together with the wax prints, and will be co-designed by Italian and African creatives. The brand will start pilot collaborations with workshops in other African countries.



Social Impact

Endelea's effort is channeled in two directions, deeply connected with each other and in continuous progress: social responsibility and environmental sustainability.

Achievements (2020-21):

- 80% female team with 0 gender pay gap
- 5-year contract with the University of Dar es Salaam
- 8 scholarships and 8 free workshops to the students of Naledi Fashion School
- All packagings made with upcycled / recycled materials
- Tanzanian employees receive:

+40%

of average
wage

**free
meals**

and transport
to work

**health
care**

Insurance for them
and their children

**professional
training**

by Italian
professors

Current projects (2021):

- Mapping artisanal and certified suppliers in Europe and Africa
- Sponsoring a capsule collection designed by a Tanzanian creative to be showcased at Swahili Fashion Week 2021
- Creating a first pilot Fashion Design class for the students of the University of Dar es Salaam, in collaboration with a professor from Politecnico University in Milan
- Signing of all stakeholders of the Code of Ethics

Find more on our [Sustainability Report 2020](#)



Team

A committed international team of designers, communicators and believers.



**Francesca
De Gottardo**
CEO / Marketing



Serena Izzo
E-Commerce



**Andrea
De Gottardo**
Finance



**Alessandra
Modarelli**
Fashion design



**Roberta
Beghelli**
Product development



**Mwana
Fataki**
Quality control



**Rose
Minja**
Production coordination



**Alice
Caprotti**
Digital marketing



**Camila
Duso**
Graphic design



**Marco
Taddeo**
PR & communication



**Lisa
Cadamuro**
Copywriting



**Lucia
Zappa**
Sustainability



**Sofia
Auxilia**
Sales



**Chiara Agnese
Ronchi**
Accounting



**Valentina
Rossini**
Training

Financials

Scaling up through investments in marketing and production, being fully profitable by year 2024

| Profit & Loss (EUR) | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|-------------------------------------|----------|----------|-----------|-----------|------------|-----------|-----------|-------------|
| Revenue | 8.979 € | 25.349 € | 61.552 € | 124.566 € | 198.665 € | 583.109 € | 917.468 € | 1.354.783 € |
| Production cost | 5.400 € | 10.000 € | 43.050 € | 50.199 € | 51.910 € | 132.720 € | 223.320 € | 281.220 € |
| Gross margin | 3.579 € | 15.349 € | 18.502 € | 74.367 € | 146.756 € | 450.389 € | 694.148 € | 1.073.563 € |
| Gross margin % | 40% | 60% | 30% | 60% | 73% | 77% | 75% | 79% |
| Salaries | € - | € - | 14.008 € | 66.157 € | 129.200 € | 261.000 € | 303.200 € | 315.200 € |
| Marketing | € - | € - | 8.617 € | 35.470 € | 40.430 € | 124.432 € | 151.115 € | 206.268 € |
| Sale channel & Logistics | 8.000 € | 5.000 € | 13.197 € | 26.951 € | 49.475 € | 73.360 € | 101.114 € | 184.647 € |
| Other expenses | € - | € - | 16.934 € | 27.529 € | 19.311 € | 25.257 € | 35.345 € | 48.579 € |
| EBITDA | -4.421 € | 10.349 € | -34.254 € | -81.740 € | -91.661 € | -33.661 € | 103.375 € | 318.869 € |
| Profit | -4.421 € | 10.349 € | -34.254 € | -81.740 € | -91.661 € | -33.661 € | 103.375 € | 318.869 € |
| Net Profit | -4.421 € | 7.555 € | -34.254 € | -81.740 € | -106.250 € | -47.541 € | 31.415 € | 191.321 € |
| | | | | | | | | |
| Equity | | | 30.000 € | 150.000 € | | 500.000 € | | |

Thank you!

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 endelea.it

 [endelea_official](https://www.instagram.com/endelea_official)