



endelea

DREAM BOLD

endelea.it

Endelea means “keep going”.

An ethical fashion brand bridging Europe and Africa by creating clothes in traditional African fabrics with a Made in Italy design.



Endelea was born in Milan in 2018 as a pilot project. Today, it is an innovative startup and a **Benefit Corporation** that has just applied for the **B Corp** certification with maximum scores.

It has a **direct impact on 325 people** per year in Tanzania and Kenya, through an **ethical, inclusive and transparent value chain**.



The clothing and home decor collections are **designed in Italy, ethically made in Africa**, and sold in Europe, USA and Asia through the **e-commerce platform, the store in Milan and a network of wholesale clients**.



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. **3%** of the net sales is **reinvested in educational programs** in Tanzania.



Changing the world, one dress at a time.

What

We are a **bridge between cultures and people**, with our clothes bringing value to our customers and the communities along our supply chain.

How

Starting from Africa, we will build a **global, sustainable ecosystem for fashion**. A platform able to mix different visual cultures around the world brought together by Endelea's unique style.

Why

We want to build a **global community of inspired and empowered people**. True agents of change.

Who

We are **bold, people-centered, fiercely authentic and rationally optimistic**.



People are demanding transparency & accountability.

92%

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

90%

of millennials believe companies should address social and environmental issues

88%


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

1 in 2

consumers in 2021 was influenced by factors related to sustainability and working conditions when purchasing clothing

+500%

hashtags like #sustainablefashion and #ethicalfashion grew exponentially on Instagram in the last 2 years



The market for ethical fashion will be worth 15B \$ in 2030, according to PwC.

- The European Commission published the “EU Strategy for Sustainable and Circular Textiles”, **changing production policies and making sustainable products the standard required by 2030**
- **Social procurement** is becoming compulsory and it will have to account for **30% of the total production by 2025**
- While established companies must face a demanding restructuring process in the next 7 years, **companies that are specifically born to meet this need** - like Endelea - save time and resources, and can lead the way

We offer a unique combination of strong elements.



1. The competence of **Italian design** in the fashion world
2. The rising attention towards **African creativity** from music and cultural industries, and also from fashion brands like Chanel, Luis Vuitton, and Dior
3. The strong request for **transparent supply chains and DEI policies** from customers and governments







We don't just sell clothing.
We sell the possibility to change the world with us.

Endelea is strongly linked to its motto **DREAM BOLD**, a mindset that attracts a community of people who want to make a difference.

We aim to be a **source of inspiration** able to transform clients into ambassadors and people into agents of change.



Very few brands sell clothing made in African fabrics.

Competitor	Ethical African Production	Clear Ethical Mission	Premium Image	Made in Italy Design
endelea DREAM BOLD	✓	✓	✓	✓
		✓		✓
			✓	✓
MAISON CHÂTEAU ROUGE		✓	✓	
STUDIO 189	✓		✓	
O SEI DUBO	✓		✓	
	✓	✓		
milles collines	✓		✓	
	✓		✓	
	✓			
	✓			

Sustainable women's clothing, accessories and home decor at a premium price.



Clothing
average price:
€ 200



Accessories
average price:
€ 90



Home decor
average price:
€ 60

Talking to women who want to know where their clothes come from.



90% women

Gender



25 - 45

Age Group



Master's Degree

Education



**Managers, freelancers,
employees, professors**

Occupation



**Milan, Rome, Paris, Madrid,
Lisbon, Amsterdam, Seoul**

City



> € 35k

Annual Income



€ 1k - 5k

Annual shopping in clothing



€ 14 billion

Total Addressable Market
(ethical fashion worldwide in 2030)

“ **Why do you
buy Endelea?** ”

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

Our customers become our best ambassadors.

Every person who wears Endelea and shares a feedback with us says the same thing:

“People stop me in the street to compliment me and ask me where I bought it!”

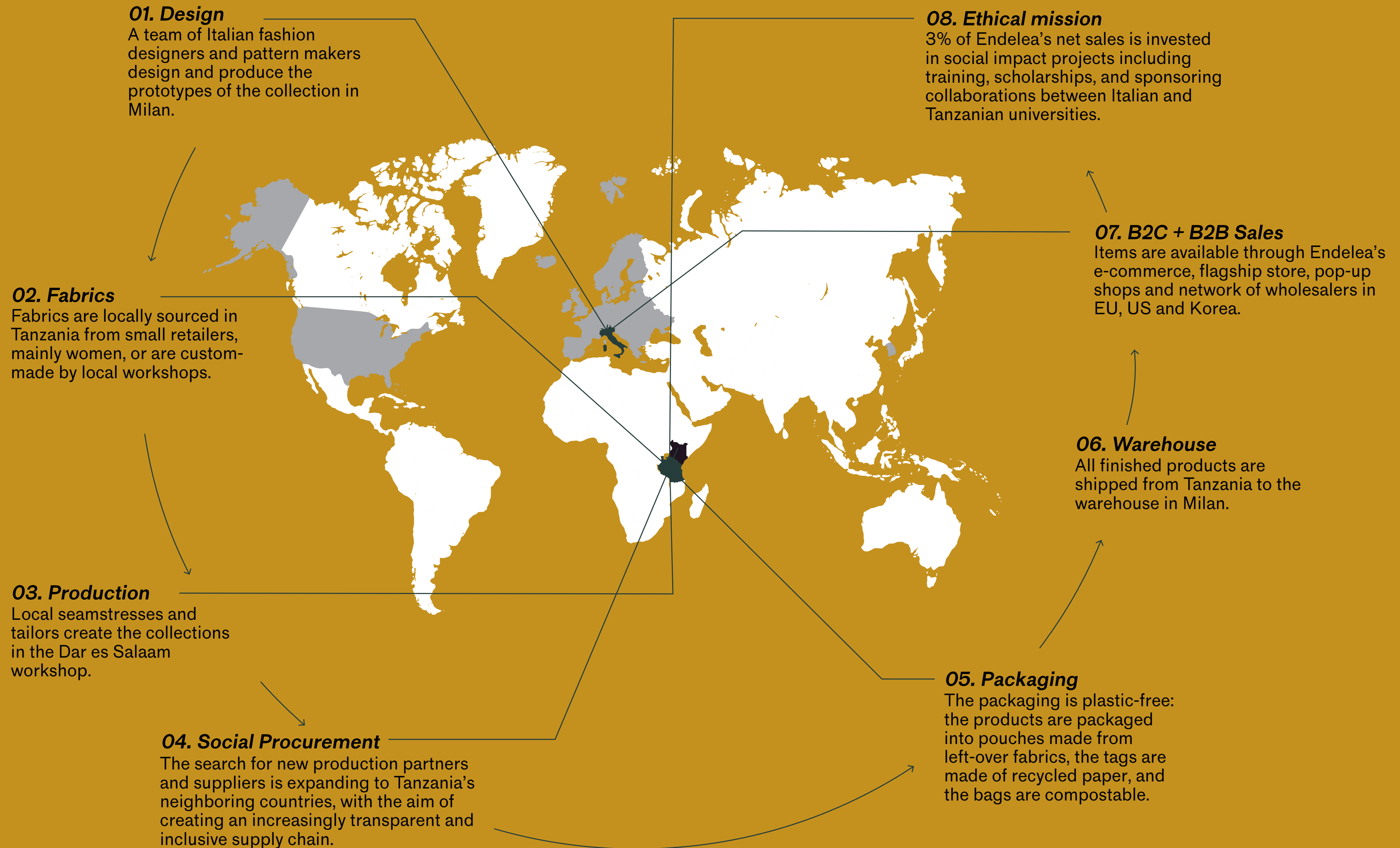
We're proud of the relationship we have with our clients: they text us, they **travel long distances** to come to our pop-up shops (from Venice to Milan, only for Endelea!), they want to **work with us**, and they even spend their honeymoon in Tanzania and visit us in Dar es Salaam.*

* all true stories!

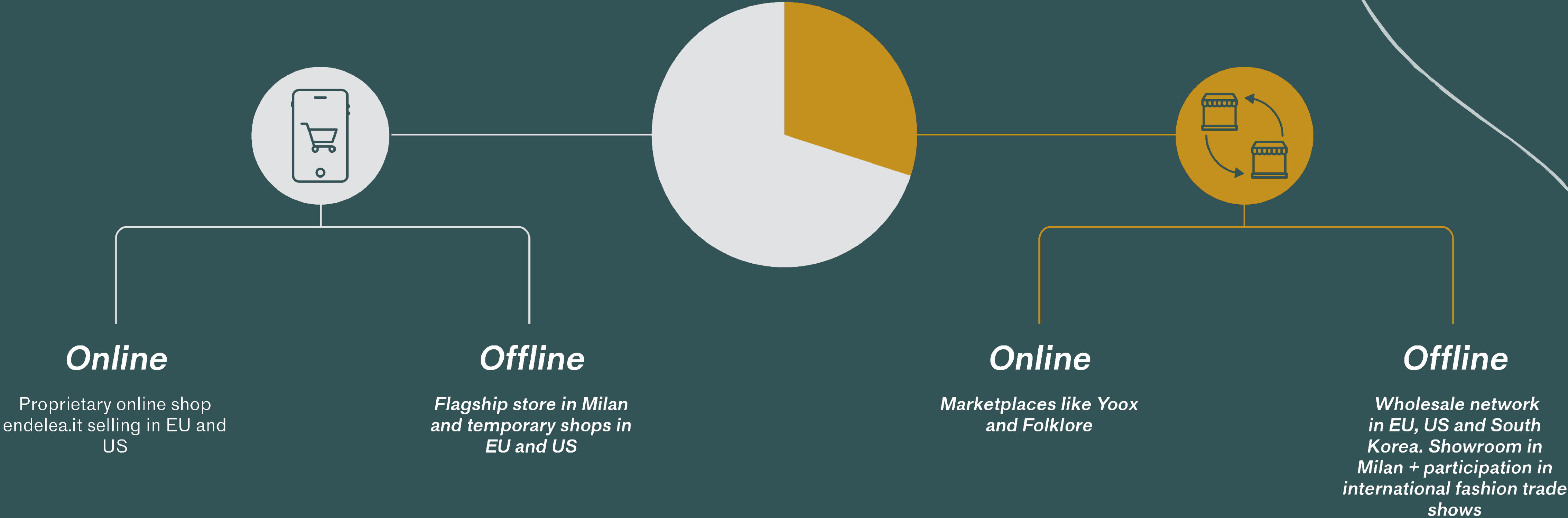
And we collaborated with 2 clients on sales & communication projects.



Operating between Italy & East Africa, selling around the world.



An omni-channel approach to fashion: from e-commerce to the store, from wholesale to marketplaces.



We were proudly published in some of the most prominent media in the industry.

CORRIERE DELLA SERA
IO
DONNA

VANITY FAIR

GRAZIA

MF
fashion

TEDx


StartupItalia!

marie claire

TU STYLE

CORRIERE DELLA SERA
Living

VOGUE

ELLE

designboom

POST

FREDDA

Il Sole
24 ORE

LIFEGATE

millionaire


DONNA MODERNA

la Repubblica

ANSAit

PANORAMA

* click the links on the logos to read more!

endelea

Our ability to merge ethics and aesthetics was recognized by various players, from universities to the Italian Fashion Council, from private companies to the Ministry for Enterprises.



Gaetano Marzotto 2030 Social Impact, 2020



Special Mention by WSM White, 2020



WPP Innovators, Fashion category, 2021



FedEx for SME, Italy winner, 2021



Fondazione Bellisario: Premio Donne, Economia e Potere, 2021



Young Designer DHL Award, 2022



Camera Buyer Prize, MFW 2022



State of Fashion, McKinsey guest speaker, 2023



Bocconi for Innovation, acceleration program 2020



Ready to Impact accelerator program, 2020



Birimian x IFM - Institut Français de la Mode, acceleration program 2022-2023



Public grant for Female Enterprises and public grant for Creative Enterprises, 2022

Endelea was selected to be one of the emerging sustainable "Designers for the Planet" at Milano Fashion Week 2022 and 2023.

ENDELEA

Endelea è un brand di moda etica fondato a Milano nel 2019 da Francesca De Gottardo con l'idea di creare collezioni di abiti e accessori che combinassero design Made in Italy e tessuti africani; infatti, le collezioni sono disegnate a Milano e realizzate a mano a Dar es Salaam, Tanzania. L'obiettivo di Endelea, che in lingua swahili significa "andare avanti senza arrendersi alle difficoltà", è creare un dialogo tra Europa e Africa, promuovendo lo sviluppo di un'industria della moda in Tanzania grazie all'acquisto e alla produzione locale e a workshop e collaborazioni con scuole e università finanziati con parte dei ricavi. Dal 2020 Endelea è una società benefit, un'impresa che lavora per avere un impatto positivo sulle persone e sull'ambiente. Inclusion e parità sono infatti cardini del progetto così come le pratiche di up-cycling, i tessuti certificati e la produzione di packaging 100% senza plastica.

Endelea is an ethical fashion brand founded in Milan in 2019 by Francesca De Gottardo with the idea of creating collections of clothes and accessories combining Made-in-Italy design and African fabrics; as a matter of fact, the collections are designed in Milan and handmade in Dar es Salaam, Tanzania. The goal of Endelea, which in the Swahili language means "to move forward without giving in to difficulties," is to create a dialogue between Europe and Africa by promoting the development of a fashion industry in Tanzania through local purchasing and production and through workshops and collaboration with schools and universities funded with part of the proceeds. Since 2020, Endelea has been a benefit company, a business that works to have a positive impact on people and the environment. Inclusion and equality are indeed cornerstones of the project as are up-cycling practices, certified textiles, and the production of 100 percent plastic-free packaging.

@endelea_official



Our collections sold in 40 shops between Italy, Europe and South Korea, including 3 of the most important Italian luxury multi-brand stores.



MERA VIGLIOSO MAASAI
endelea
DREAM BOLD
x
BIFFI

2 i Paesi di Endelea:
Italia e Tanzania

3% del fatturato lordo **reinvestito in progetti di formazione** in Tanzania

100% **manager donne**

100% sarti e sarte in Tanzania coperti da **assicurazione sanitaria gratuita** per sé e le proprie famiglie

+116% differenza tra il **salario garantito** da Endelea e il **salario medio** in Tanzania

0% **differenza** di retribuzione tra uomini e donne

0% scarto di produzione grazie ai progetti di **recupero e upcycling**

After the success of the pop-up shops in 2021 and 2022, we opened the first flagship store in Milano Porta Venezia in June 2023.

We are inclusive, transparent and ethical in everything we do.

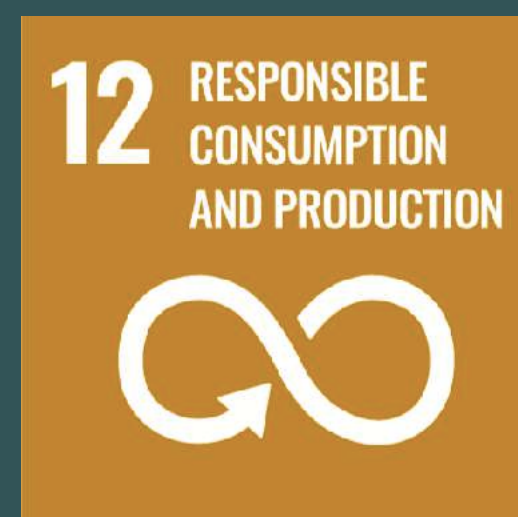
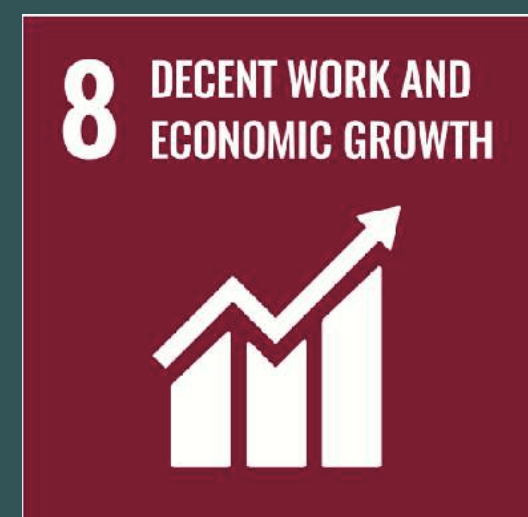
+116%
vs the average salary in Tanzania

free meals
& transport to work

health insurance
for tailors & children

free training
& English classes

Fiercely pursuing UN Sustainable Development Goals:



* If you wish to know more, you can find [here our Sustainability Reports](#)



SHE IS strong
SHE IS valiant
SHE IS fearless
SHE IS enough

**Our garments tell stories,
build bridges between countries
and people, but above all
they change lives.**

- Endelea reinvests **3% of the net sales in non profit educational programs in Africa**
- We signed a **5-year collaboration with the University of Dar es Salaam** and completed a 30-hour Fashion Design class with a professor from Politecnico University in Milan
- We launched an **18-month fashion accelerator for emerging designers** in Tanzania, that will be exported to Rwanda in Q4 2023 / Q1 2024
- We partner with certified manufacturers like Soko Kenya, Mabinti Center, Sifa Threads, and Hadithi to increase the impact of our collections, involving **more than 325 people every year and scaling up our production**

Certificazione



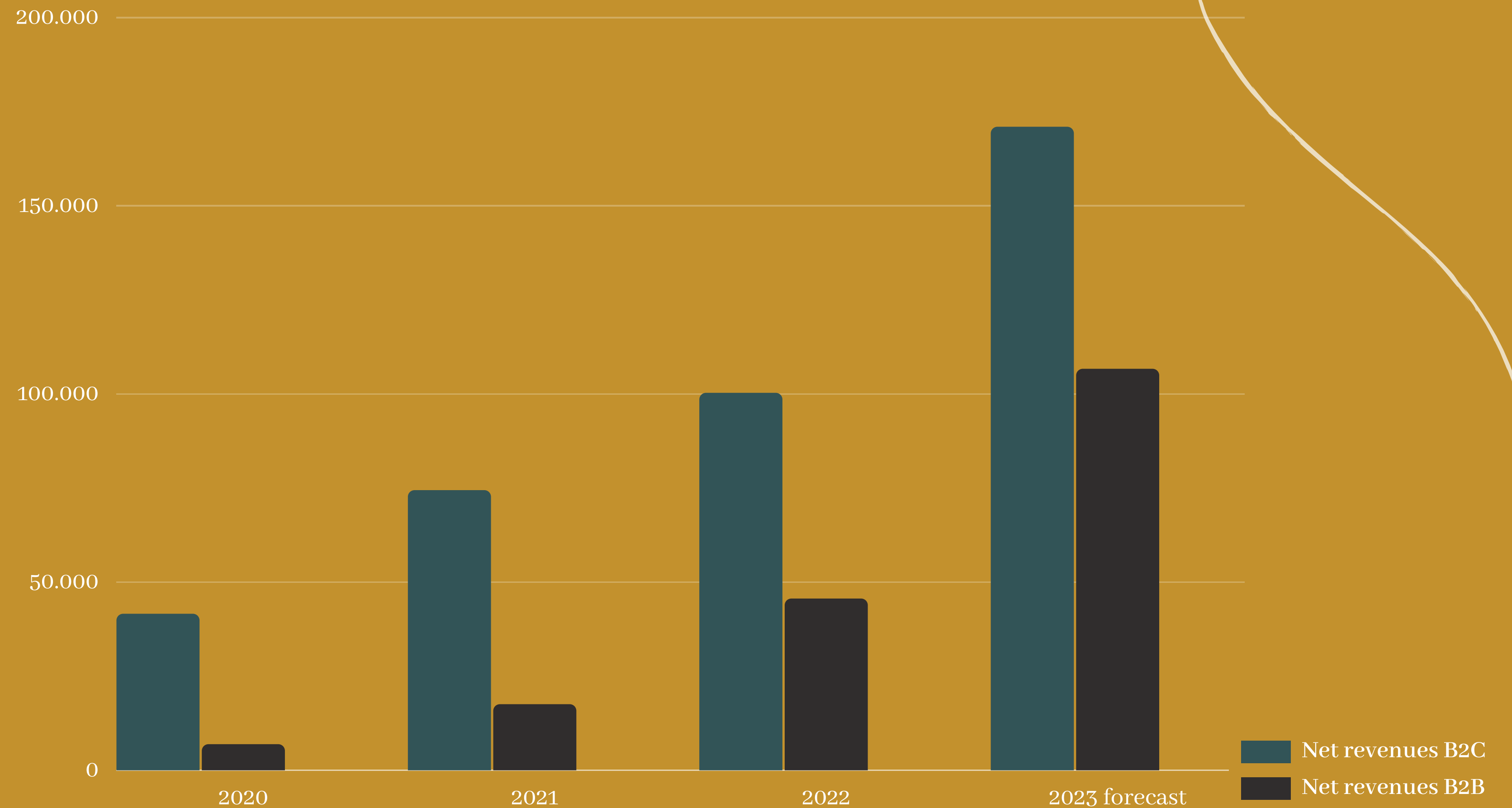
Corporation

endelea

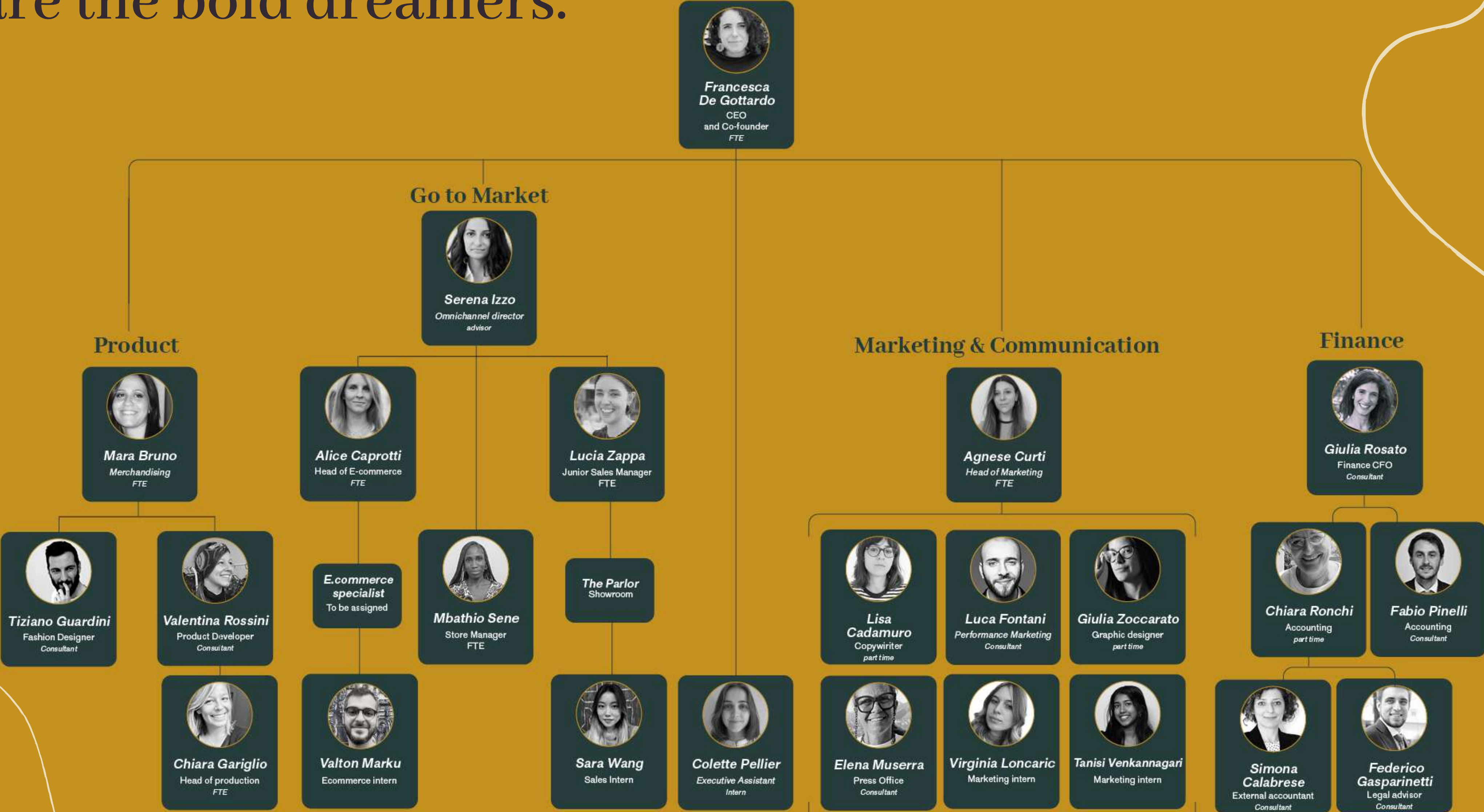
In the first 3 years we tripled our revenues, and we keep growing, thanks to new channels and extended penetration of the market.

- 2.600+ transactions since 2020
- +85% orders in 2023 vs 2022
- 120€ average order value
- 80% gross margin on B2C prices

- 3.500 newsletter subscribers
- 41.000 Instagram followers



A committed team of believers that make Endelea possible: we are the bold dreamers.



Creativity, mixed with rational optimism and spreadsheets.



**Francesca
De Gottardo**

CEO
Co-founder



Serena Izzo

Omni-channel
advisor
Co-founder



**Tiziano
Guardini**

Fashion Designer



Giulia Rosato

CFO



Agnese Curti

Head of
Marketing



Rose Minja

Head of
Production



**Andrea
De Gottardo**

Finance advisor
Co-founder



Alice Caprotti

Head of
E-commerce



Mara Bruno

Merchandiser



In total we are: 17 full time employees in Dar es Salaam + 9 full time employees & 11 part time freelancers in Milano.

Taking informed and inclusive decisions: our Cultural Committee



Ayeta Anne Wangusa

Culture and Development East Africa (CDEA),
Executive Director



Kemi Kalikawe

Naledi Dream Center School for Fashion,
Executive Director



Rashid Rubuni

Tinga Tinga Arts Cooperative Society,
Chairman



Daines Sanga

University of Dar es Salaam, department
of Creative Arts
Director



Issac Ole Tialolo

Maasai Intellectual Property Initiative,
Chairman



Shahbaaz Sayed Yusuf

Shahbaaz Sayed Brand,
Founder and creative director

Our investors become strategic partners supporting Endelea not only with capital, but with targeted expertise.

Academic



Bocconi For Innovation

Accelerator program by Bocconi University



Digital Hub

MISE certified accelerator



Fashion Technology Accelerator

Fashion tech and management consultancy

Fashion



Elena Miroglio

President of Miroglio Fashion group



Alberto Grignolo

20-years experience in Yoox as Director and CEO



Luca Hubler

Former Luxottica executive



Idea Pura

E-commerce operations

Impact



Serena Carcassoli

CEO of The Good Idea B Corp



Giorgiana Notarbartolo

Founder of Premio Marzotto 2030 Social Impact



Zenjiro Miyakawa

CEO of Compact



Andrea Antonelli

Executive committee ABB group

Innovation



Paolo Pellegrini

Partner at Metyis, former Jakala



Sasha Wijeyesekera

Partner at Metyis, former Jakala



Giustino Longo

VP at Oracle



Stefano Macchia

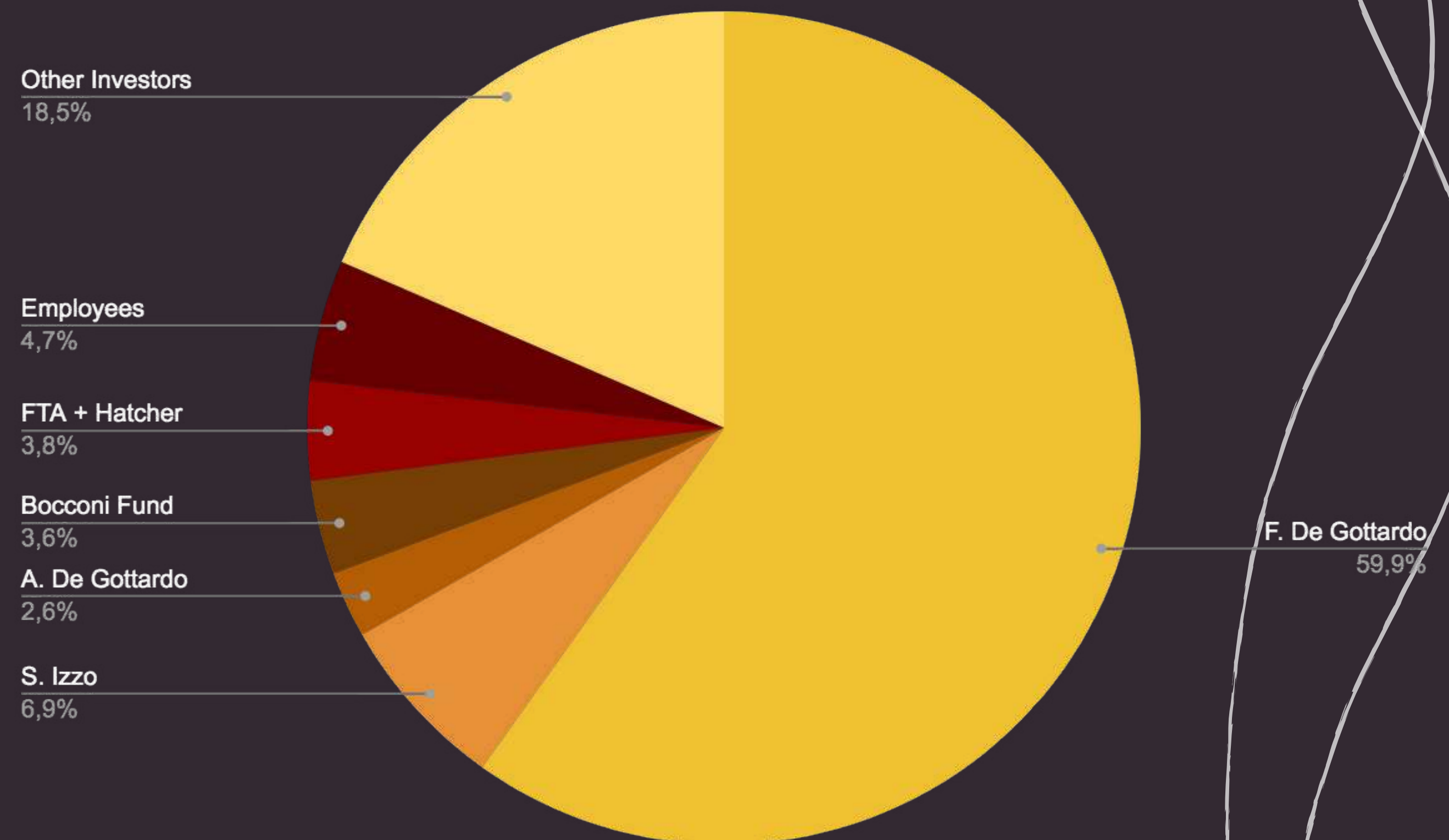
Marketing & Growth spedire.com

The 3 co-founders still own 69% of the company, employees 4,7% and institutional investors 7,4%.

The investors who subscribed our pre seed rounds in 2021 and 2022 are mainly **business angels**.

They are professionals coming from the **fashion/impact/tech fields** who believe in our mission and help us grow, sharing their knowledge and connections.

Bocconi University was the first to invest at the beginning of 2020. **Fashion Technology Accelerator** invested in 2022 in partnership with Hatcher+.



* If you wish to know more, you can read our [company registration report here](#).



endelea

Continue without giving up

Thank you!

endelea
DREAM BOLD

 francesca@endelea.it

 endelea.it

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